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newsweekly for pharmacy

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CHEMIST & DRUGGIST

111th year of publication Vol. 193 No. 4707

The newsweekly for pharmacy

CONTENTS

'Most suppliers of medicines do not enforce rpm'	673
Campaign for a 'drug-free' town is succeeding	674
European trade in pharmaceuticals in 1968	674
Dispensary-tied pharmacist 'is danger to profession'	675
The Xrayser column: Town and country planning	677
Cyclamates ban hits Reckitt profits	679
Rpm: Registrar calls hospital pharmacist	680
UCA conference debates 'professionalism'	684
Rules on redundancy	686
Comment <input type="checkbox"/> A time for conniving <input type="checkbox"/> A jungle of statistics <input type="checkbox"/> Criticism attenuated	691
Profit prospects from after-shaves	692

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Appointments	679	News in Brief	677
Books	686	On Television Next Week	698
Bonus Offers	696	People	679
Coming Events	698	Promotions	698
Company News	679	Sport	677
Fish News	675	Trade Marks	701
Letters	686	Trade News	696
Market News	700	Ulster Report	675
New Products	695	Classified Advertisements	703

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How much profit is there to be had from after-shaves? See page 692



Things happen after a badedas advertisement

(for some chemists – more profit than from any other bath additive)

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'Most suppliers of medicines do not enforce rpm'

The majority of suppliers of proprietary medicines do not enforce resale price maintenance, the Restrictive Practices Court was told on Wednesday. The witness who made the statement also asserted that a number of manufacturers of "ethicals" did not avail themselves of rpm.

Mr Henry Smith, an economist, called by the Registrar, and quoting the C&D Quarterly Price List as his source of information, stated that in the 1969 edition of the QPL from which he drew his information 507 suppliers of proprietary medicines were listed.

Of those 56 maintained rpm on all lines; 62 enforced it on most lines; 70 on some; and 319 not at all. Of 80 suppliers of "ethicals" listed, nine maintained rpm on all lines; 41 enforced it on most lines, 17 on some lines and 13 on no lines.

It had been said by witnesses supporting rpm that if it was abolished the number of wholesalers and retailers would be reduced and so the service to the public would suffer, said Mr Smith.

Groundless fears

Those and other fears had been expressed in previous cases concerning the abolition of rpm on other products—and none of them had come to pass after rpm had been ended in those instances, he asserted.

Each branch of the distributive trade had its own characteristics and these had to be considered.

He told the court that the distributive trade was at present in the process of increased mechanisation and there was also a tendency to increase pre-packing on the part of the manufacturers.

The changes in concentration of population had also to be considered.

Mr Smith said that in a distributive area requiring a core of highly skilled labour—for instance in the chemist trade—it was more economic for the chemist to sell other goods as well to supplement his income if there was not enough work to occupy the time of the highly-skilled man.

The skilled man could be employed on ordinary selling of a large range of goods when he was not engaged on his skilled job.

Full report page 680.

'Warning labels' call by coroner

Warning labels should be put on bottles of drugs that could be dangerous after taking alcohol, said a coroner recently. He called for legislation.

Recording a verdict of "accidental death" on a woman who had taken barbiturates after drinking alcohol, Mr Peter Jenkins-Jones, the deputy Nottinghamshire coroner, said: "Until that happens I think we shall go on getting stupid and unnecessary tragedies which bring misery into the lives of all people concerned."

A pathologist (Dr John Chisholm) said that the woman had not taken an overdose of tablets but the combination of the barbiturates and the alcohol had caused her to vomit and choke.

Food and drug interactions

Food and drug interactions were the subject of a question in the Commons this week.

Mrs Joyce Butler asked the Secretary of State for Social Services what steps he was taking to protect patients who were not receiving proper warnings of the consequences of eating certain foods while taking particular drugs "because of a dispute between doctors and pharmacists."

Mr Richard Crossman replied: "I am aware of no such dispute. Doctors I am sure recognise their responsibility for giving any necessary warning to patients about diet in relation to drugs they have prescribed and in 1964 the Committee on Safety of Drugs circulated to doctors a leaflet about diet and monoamine oxidase inhibitors."

The Association of the British Pharmaceutical Industry have since arranged for their member firms to issue to doctors on request cards which they could hand to patients



Recent visitors to the Wellcome Chemical Works at Dartford, Kent, included this mallard duck and brood of 12 fledglings. Security officer John Bales holds up the traffic at the lower works gate as they make their way to the pond beyond the entrance

under treatment with these drugs.

"I understand that to provide a further safeguard the Pharmaceutical Society of Great Britain have been consulting with the BMA on the wording of similar cards for issue when such drugs are dispensed."

Opposition view of NHS structure

We must start with how we are going to work, then deduce what structure is needed to make our work effective. That view of the requirements for NHS reorganisation was put before the final session of the Royal Society of Health congress last week by Mr Maurice Macmillan MP, Opposition spokesman on health matters.

Mr Macmillan said it was a myth that the Government needed day-to-day control of administration. That failed to realise the difference between administration and management. He proposed the following premises on which successful administration should be based:

- Total simplicity of concept with all decisions taken at the lowest level for efficiency, and maximum delegation.
- Only vital information to be reported up or down.
- Total clarity of purpose at every level, with everyone knowing what they can and cannot do.

BoT inspectors make report

The report of inspectors appointed to investigate the affairs of Inter Continental Pharmaceuticals (Bletchley) Ltd was received by the Board of Trade on April 27, it was stated last week.

Asked by Mr Fletcher-Cooke in Parliament on April 29 for assurance that "at long last action will be taken," Mrs Gwyneth Dunwoody (Parliamentary secretary, Board of Trade), said when the report had been studied she would write to the member. "People do not normally call me a slow mover," she added.

The first investigating action by the BOT was on January 13, 1969.

Campaign for a 'drug-free' town is succeeding

"We are trying to get Ipswich a 'drug-free' town, and I think we are succeeding," Mr J. F. Price, secretary of Ipswich local pharmaceutical committee, told the C&D on May 1.

It has now been revealed that Ipswich is the first town to implement a scheme whereby doctors voluntarily agree to restrict their prescribing of amphetamines to cases of real need.

Chemists are thus able to run down stocks of amphetamines and so, backed with appropriate publicity, remove one of the main incentives to breaking-in. The Chemist Contractors' Committee recently gave its support to a proposal for such a scheme (see C&D, April 4).

Describing the Ipswich plan, Mr Price said that the local medical committee had approached the pharmaceutical committee at the beginning of December 1969.

In order to help with the run-down of stocks, manufacturers had agreed to take back unopened packs. The scheme has been publicised in the local Press.

Vice-chairman resigns

Mr D. C. Mair has resigned, for personal reasons, as vice-chairman of the Pharmaceutical Society's Scottish Executive. The Executive learned of Mr Mair's decision at its meeting in Edinburgh on April 15 and unanimously appointed Mr John MacLean to succeed him. The chairman (Mr A. Roxburgh) expressed appreciation of the service Mr Mair had given as vice-chairman and hoped that his talents would still be available to the Executive in the future.

The report of the meeting with the Scottish Home and Health Department on the Report on Pharmacies in Areas of Low Population Density was received. The resident secretary said he had received a letter from the Department who said "We are continuing consideration of the various points made."

It was reported that the Social Work Services Group, St. Andrew's House, had stated that a local authority could co-operate in a collection and delivery service for prescriptions "on the basis of which-

ever department runs a regular transport service and has bases throughout the county." It was agreed that this did not appear to produce any fuller help in operating such schemes.

The resident secretary had supplied the Department with further details of pharmacy closures in Scotland and the number of areas "at risk" because a single pharmacy served a wide area.

The Scottish Secretary of the British Medical Association was reported to have agreed to circulate to Local Medical Committees a statement prepared by the resident secretary asking medical practitioners to give full details as required by law when writing S4 prescriptions.

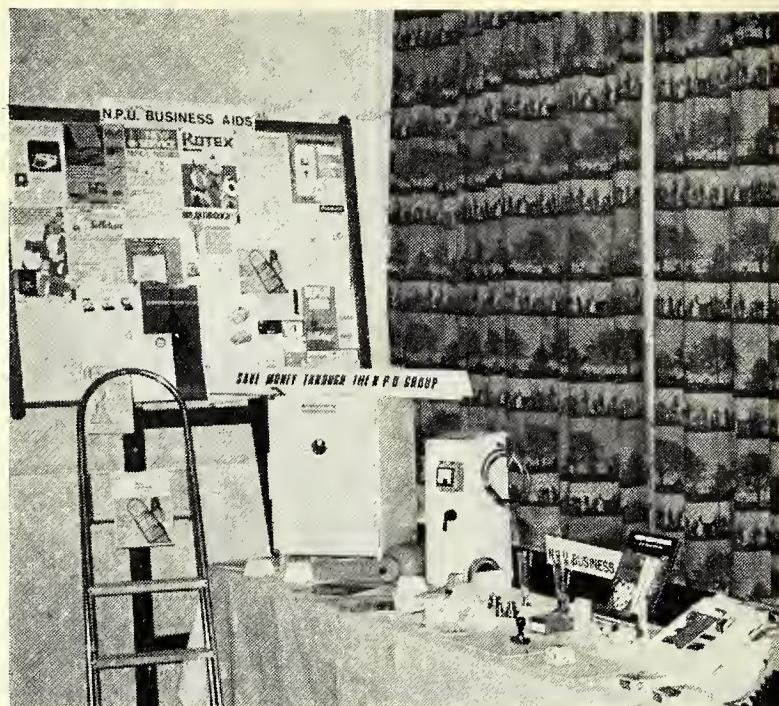
Patent action on a deodorant pack

Bristol-Myers Co, Fifth Avenue, New York, have started an action in the High Court, London, claiming damages for alleged infringement of their patent for the rotating ball portion of their product Mum rollette deodorant and anti-perspirant. The defendants are Manon Frères Ltd, Dalston Gardens, Honeypot Lane, Stanmore.

For Bristol-Myers it was said that their representative bought in August 1967 two deodorant dispensers produced by Manon Frères which, it was claimed, infringed the patent. Counsel for Bristol-Myers said the sale of the articles was admitted, but Manon Frères denied the infringement and counterclaimed that the patent should be revoked because there had been prior publication of two patents, known as Testa and Minsky, which were claimed to cover the Bristol-Myers patent.

They also said the invention was not new, was obvious and of no inventive merit.

In the three days before the start of the action, Bristol-Myers had applied to amend the specification of the patent. This was opposed by Manon Frères, Owens (Illinois) Inc and



This display of N.P.U. business aids was a feature that attracted a considerable amount of interest at the Ulster Chemists' Association annual conference this week. A report appears on pages 684 and 685

Aspro-Nicholas. Judgment on that point was deferred by Mr Justice Whitford until the end of the infringement proceedings.

Education for management

Management education is the most important change likely to be brought about during the '70s and everybody should be aware of what is happening in this field.

The developments are likely to be extensive, said Mr J. P. Martin-Bates, who was the chief guest at the British Chemical and Dyestuffs Traders' Association annual luncheon on April 29.

He pointed out that a number of private business schools were now concerned with management education, twenty-six universities had a "big stake" in this field as well as a great number of "polytechnics and colleges."

Mr Martin-Bates' said that management should also learn how best to use money and there was far too little understanding of the fundamental reasons why people worked, and why some worked more effectively than others.

The government had also an important part to play in preserving the value of the currency. To ensure that wage increases were kept within reasonable bounds to enable productivity to match the rise the public had a right to expect that "our hard won improvements are not dissipated."

European trade in pharmaceuticals in 1968

In Western Europe, Canada and the United States, output of the pharmaceutical industry in 1968 rose by 8·9 per cent. The growth rate in Japan, however, was 22 per cent over 1967.

The turnover of pharmaceuticals by member countries of the Organisation for European Economic Co-operation and Development was

	In million dollars	1967	1968
Austria	38	44	
Belgium	77	87	
Denmark	54	na	
Finland	27	26	
France	1054	1160	
Germany	1124	1268	
Ireland	10	na	
Italy	680	720	
Netherlands	162	185	
Portugal	41	54	
Spain	305	295	
Sweden	72	na	
United Kingdom	635	581	

Exports rose by an overall 17 per cent in 1968 to \$1,396 m. The percentage share of production exported runs as high as 50 per cent in the case of the Netherlands; 30 per cent for Germany and the UK and 15 per cent for France and Italy. (*Chemical Industry 1968-69*, OECD, HM Stationery Office, 55s.)

Noel Hall published

The Report of the Working Party on the Hospital Pharmaceutical Service (the "Noel Hall" report) has now been published by HM Stationery Office (price 6s.)

Dispensary-tied pharmacist 'is danger to profession'

A pharmacist who spends most of his time in his dispensary instead of out on his counter meeting the public is not only failing in his professional responsibility but is endangering the whole future of pharmacy.

That is the opinion of Mr G. Teeling-Smith, director of the Office of Health Economics, as expressed at the international conference of the Pharmacy Guild of Australia last week.

The speaker said that, to the extent that present dispensing practice still involved counting tablets from one bottle to another and checking the relabelling of the new container, it was delaying the national development of the profession.

"If pharmacy is thought by the public to involve little more than handing over ready manufactured medicines in accordance with the doctor's instructions, the professional standing of pharmacists will be undermined for ever. Pharmacists will be necessary, not in my opinion primarily for dispensing medicines, but as advisers on pharmacy and pharmacology to doctors and as advisers on health as a whole to the general public.

"Their right to continue selling the ever-extending range of health products and to earn profits from these sales depends on their providing at the same time an obvious professional service both to the medical profession and to the general public."

Claims for the 'pill'

Mr E. Milne asked the Secretary of State for Social Services in the Commons this week if he would introduce legislation to protect users of oral contraceptives from the conflicting claims of the manufacturing firms; and if he would take steps to draw up a code of conduct for the guidance of firms operating in this field.

Mr Crossman replied: "I am not sure what claims Mr Milne has in mind. Oral contraceptives are not advertised to the public and can be obtained only on prescription: it is the responsibility of the prescribing doctor to assess suitability."



An attentive audience at the Pharmacy Guild International Conference in Sydney. The speaker here is Mr J. E. Orr, dean and professor of pharmacy, University of Washington

Ulster report

Restraint application fails

A pharmacist who applied to the High Court for an order of prohibition to prevent the Statutory Committee of the Pharmaceutical Society of Northern Ireland from inquiring into allegations of misconduct against him has had his application refused.

The pharmacist had been acquitted at a magistrate's court on summons alleging that he aided and abetted in the sale of certain drugs otherwise than on presentation of a prescription (C&D November 1, 1969 p 402).

In the High Court, Mr J. C. MacDermott, QC, who, with Mr M. Nicholson, appeared for the pharmacist, cited again the cases of Sambasivam v. Public Prosecution, Federation of Malaya (1950) A.C.458 and In re A Medical Practitioner (1959) N.Z.L.R. 301. He submitted that a pharmaceutical inspector had acted as prosecutor before the magistrate and also before the Statutory Committee.

For the Society Mr R. Carswell, QC, said that apart from being the means of submitting information the inspector had no part in bringing the matter to the Statutory Committee. The Council of the Society had first received the information and had then directed that it be sent to the chairman of the

Statutory Committee. The parties to the prosecution before the magistrate were not the same parties as those before the Statutory Committee.

In a reserved judgment Mr Justice Gibson held that no facts had been disclosed which would warrant the court intervening to prevent the Statutory Committee from investigating the complaints. He had deliberately avoided any observations on the merit of the matter, or the evidence at the lower court it was proposed to have laid before the Statutory Committee, which might prejudice a full and impartial investigation.

Differing views on health centres

A difference of opinion has arisen between the executive committee of the Ulster Chemists' Association and the Council of the Pharmaceutical Society of Northern Ireland.

At the Council's last meeting in Belfast a letter from the UCA Executive and a statement circulated to UCA members casting doubt on the viability of health centre pharmacies were read.

The UCA committee's statement expressed concern at the rapid growth of health centres and the accompanying migration of customers in certain areas.

They see no economic advantage in setting up pharmacies in health centres and recommend consortia of pharmacists who think otherwise to study the economic factors carefully as they feel doubtful whether a health centre phar-

macy would be a viable proposition.

The Society's policy has been to offer support for consortia of pharmacists who wish to operate from health centres as they believe that at present there are too many pharmacies in Northern Ireland and that rationalisation will be best achieved by proprietors taking voluntary action.

Irish news

New association formed in south

Pharmacists in Cork and Kerry have formed a new organisation, the Southern Region Pharmacists' Association, in order to be fully geared to meet the changing situation brought about when the Health Act comes into operation.

At a general meeting of pharmacists in Killarney recently over 100 pharmacists, representing every facet of the profession, attended and endorsed the decision. In addition 70 pharmacists applied by post for membership.

Aims of the new organisation are similar to those of the Irish Pharmaceutical Association and in a statement the new body asks: "Is it too much to hope that the seven other regions will form similar regional associations which could be welded together into a strong national association?"

Secretary is Mr P. Duffy, Oatfield, Hettyfield, Cork.

isomet roller

Only Slimming method proved in Europe introduced here in prestige launch

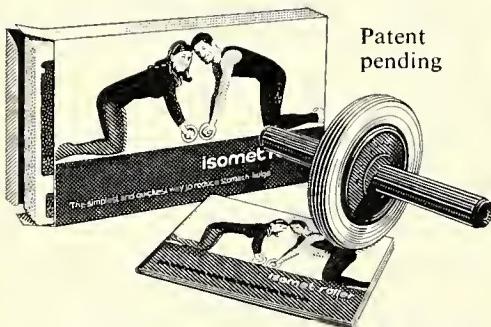
Fresh from a test year of spectacular success across Europe, the original 'Isomet' Roller Method comes to Britain backed by the full weight of national advertising and introduced by Scott & Bowne.

Spearheading the advertising for five weeks beginning May 7, dominant spaces in the Daily Telegraph will deliver a 3,477,000-strong audience across the U.K. In addition the London Evenings plus TV Times will be used to achieve maximum coverage of the vital London market.

The 'Isomet' Roller is unique. It provides genuine additional business and has a proven success record. This, with the impact of national prestige advertising, means new opportunity for the chemist.

'Isomet' is available through your regular wholesaler now!

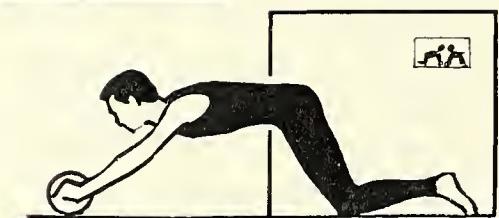
Isomet Roller Method only 59/6.



See your SCOTT & BOWNE representative for details of the generous initial bonus offer.



The impact of national advertising is magnified by live-action display units for counter and window, animated to actually demonstrate the method to your customers.



**The simplest and quickest way to
reduce stomach-bulge**

isomet roller



One minute a day rolls your tummy away

Fun, not work! The original 'Isomet Roller', proven by hundreds of thousands abroad, now goes to work

If you can spare just 30 seconds before breakfast, 30 more before bedtime, you can trim your tummy in just short weeks. It's the 'Isomet Roller' Method, developed in co-operation with medical science and physical fitness experts. Last year it swept the Continent. Now it's available in Britain for the first time.

Recognised principle

The astounding success of the 'Isomet Roller' lies in the sad fact that most of us spend too much time sitting. Watching T.V. In offices. In cars. All this sitting causes key stomach muscles to go flabby. Internal organs lose their support. Ugly stomach bulge develops. And the forward pull can strain the spine, causing backache.

Secret of 'Isomet'

In one simple, minute-a-day exercise, 'Isomet' rebuilds the strong muscles that make for a flat stomach, eases back fatigue. It can be performed by anyone of almost any age. All you do is kneel down, grasp the 'Isomet Roller', roll

forward to full stretch and roll back again, and you'll soon be slimmer, trimmer and agle!

A Plus for Women

For figure-conscious women, 'Isomet' is recommended that new mothers after confinement to strengthen their muscles. Don't delay. You could be slim tonight. A one-time, if

NEWS IN BRIEF

- The Agricultural Chemicals Approval Scheme is being extended to cover products available to farmers for the protection of stored grain against insect and mite pests.
- A new leaflet, "Going metric—everyday units," setting out the more common metric units and correct symbols for 14 everyday quantities including length, area, capacity, temperature and weight, is available free from Information Division, Department 4, Metrication Board, 22 Kingsway, London WC 2.
- The latest reference booklets in the series by the Decimal Currency Board is entitled "Payrolling". It recommends that employees should be informed of the firm's payroll conversion plans to ensure that misunderstandings do not arise. The effects of changing payroll before, on or after D Day are discussed in some detail. The need to order decimal stationery much earlier than usual is once again emphasised. (HM Stationery Office, price one shilling.)
- A guide to all the sources of government statistics on the distributive trades published on April 27 by the Distributive Trades Little Nelly is intended primarily for research workers in retail and wholesale firms, commerce, industry and universities. Details of the coverage, source and publication of the statistics are given (Distributive Trade Statistics—a guide to official sources HM Stationery Office, 13s.)
- A gift packaging display to be held at The Design Centre, London, from July 13 to August 22 will show well-designed gift packs that protect the contents adequately and are immediately attractive to customers. The Council of Industrial Design invites submissions for the display. The packaging must be made in Great Britain. Entry forms may be obtained from Miss J. McLeod, Council of Industrial Design, 28 Haymarket, London SW 1. Entries of packs intended for the display must be in by May 22.

SPORT

Golf

Edinburgh Chemists' Golf Club. An outing took place over Duddington course on March 25. Results: 1. A. Boyle (27), 69. Best scratch score, J. H. H. Groat, 76 Section No 1, 1. Swanson (13), 71; Section No 2, J. White (23), 80. Venue of the outing on April 8 was Luffness new golf course. Results: 1. A. E. Graham (9), 66. Best scratch score, G. F. Ireland, 79. No 1 section T. Ewing (14), 74; No 2 section J. White (23), 70.

Irish Chemist's Golfing Society. There was an exceptionally fine turn-out for the outing to Baltray on April 15 to compete for prizes presented by Squibb (Ireland) Ltd. Players came from as far away as Arklow and Clones. Prizes were presented by Mr J. Fitzgibbon, deputising for managing director of Squibb (Ireland), Mr J. O'Grady. Results: Class A, B, R. Smith (12), 40; J. H. Magee (7), 37; E. O'Mahony (13), 32; Class B, J. Burns (15), 34; J. Kennedy (15), 34; J. P. Holland (17), 31. Best score on first nine holes, K. Banks; on second nine, A. C. Hennessy.

The Xrayser column

Town and country planning

The heading this week is shamelessly borrowed from elsewhere. The Council of the Pharmaceutical Society is committed to a policy of a planned pharmaceutical service—a gigantic undertaking, the difficulties of which are underlined by a correspondent in last week's issue on the subject of health centres (page 648). Mr J. R. E. Shelley writes of "situations virtually beyond our control over which neither the NPU nor the Society has any influence," and goes on to say that doctors are being enticed to set up health centres with complete disregard of the pharmaceutical services.

He gives examples of the pattern in his own area, and of efforts made to realise and live with the problems arising therefrom. As long ago as 1948, when the National Health Service was born, the concept of health centres was built into the Act. It was not to be expected that change would come overnight, and only now is that form of practice gaining momentum.

By its very nature, pharmacy is not, in its present form, able to follow the trend. The doctor may—and does—change his address with very little difficulty, but the problems of the ordinary pharmacist, when it comes to transplantation, need no stressing. But what is happening is not to be overcome by pharmaceutical opposition; nor by an ostrich-like attitude of deliberately not seeing what is going on; nor by adopting the legendary pose of King Canute.

Mr C. W. Robinson, in his election address, draws attention to the fact that, under the New Towns Acts, some two million people will ultimately be added to the total of their original populations. He refers also, as I have done on occasion in this column, to urban renewal schemes involving displacement of shops, surgeries and people, and to the vast number of public and private housing estates under construction, often far from pharmacies. The whole country is in the grip of vast change, and pharmacy must face the fact that a revolution in the nation's environment cannot leave the practice of the profession untouched.

Planning processes

What have we done in the way of adapting ourselves? We read an occasional item in the pharmaceutical Press intimating that a new pharmacy has opened opposite a surgery of six or twelve doctors, and we are left to imagine the effect of such an enterprise on the pharmacies now deprived of the dispensing which was provided by those doctors before they became concentrated at one centre.

There is nothing to prevent such a move on the part of a pharmacist, and nothing, other than physical and financial obstacles, to stop scrambling for position. In the election address to which I have referred, Mr Robinson states that the planning process calls for intensified consultation between the Society and its branches, planning authorities and development corporations, and all pharmaceutical and health interests affected.

By those means, he says, the Society could assist its members to anticipate rather than be overtaken by events. If I might add, it would help to integrate pharmacy in the health effort. It has been so intensely individualistic as to remain outside to far too great an extent.

Adjustment to change

Whatever the future of pharmacy, and I fancy the next twenty years will witness as great a revolution in general practice pharmacy as in general practice medicine—we must be prepared to adjust our outlook to the changes going on around us, not losing sight for one moment of the principle that wherever pharmacy is required there must be a pharmacist present to carry out the duties for which he alone is educated and qualified. That, it seems to me, is fundamental to the continued existence of an essential profession, and to public need.

Hey, who's supporting who around here?

A girl likes to look her best. Even if she does have varicose veins.

And Lastolita foundation stockings can help. Lastolita do much the same job as other good lightweight elastic yarn stockings conforming to specifications. Yet they look more

like fashion stockings. Women know the Lastolita message well. And our national advertising programme will continue to tell them. So when you stock Lastolita, you can be sure of the demand. A demand that will be well matched by our quick, reliable delivery service. And we give you exceptional trade terms for quantities of six or more pairs. Plus a no quibble guarantee.

You give your customers all the support they need. And we do the same for you with our newly designed space-saving display aids. For further details have a word with your Lastonet representative or contact the address below.



Lastolita

The good looking foundation stocking.
Lastonet Products Ltd., Redruth, Cornwall.

COMPANY NEWS

Cyclamates ban hits Reckitt profits

The lower trading profit of Reckitt & Colman Ltd in 1969 compared with 1968 announced earlier (*C&D* April 25, page 606), was caused by two UK divisions—household and food, states the chairman (Mr B. N. Reckitt) in the annual report.

The sudden ban on cyclamates in food and lack of early warning cost the company £100,000, he adds.

Sales of pharmaceuticals went up from £11·2m in 1968 to £12·7m in 1969, while the profit rose from £2·45m to £2·51m. Profit on toiletries fell from £2·2m to £1·9m, although sales at £12·68m were higher by £1·5m.

Rationalisation of production has continued; factories at Cricklewood, Bolton and Bromley-by-Bow have been disposed of and a group headquarters is being set up at Chiswick.

In brief

Farmitalia SpA (associate of Montecatini Edison, Italy) made a net profit in 1969 of Lire 1,350 m (Lire 1,030 m in 1968). **Stats (MR) Ltd** have moved to St Martin's House, Bull Ring, Birmingham (telephone: 021-643 5972).

Carlo Erba SpA, Italy, report a net profit for 1969 of Lire 1,388·6 m (against Lire 1,413·9 m in 1968).

Mrs E. Lucas-Smith has closed her branch pharmacy at 38 High Street, Amersham, Bucks.

K. W. Gimber & Sons Ltd: The winding-up of the company's affairs have been completed; there is no dividend for the ordinary creditors. The company formerly traded at 34 Addison Road, Bromley, Kent.

David and Beryl Washington MsPS acquired the pharmacy of Mr S. C. Salter, MPS, 45 Fore Street, Kingsbridge, Devon, on May 4. The business will trade as S. C. Salter (D. & B. Washington Ltd). Mr Salter has retired.

Appointments

Dendron Distributors Ltd have appointed Mr F. R. Sterling their field sales manager. **Izal Ltd** have appointed Mr David Rothwell their factory manager.

Golden Ltd: Colin Fraser has joined L'Oréal of Paris — Golden Ltd, as North-

ern sales manager of the consumer division responsible for the North of England and Scotland.

BDH Chemicals Ltd have appointed Mr Patrick Flanagan (37) company's home sales manager. Mr Flanagan was formerly regional marketing manager for the company's Middle East and African areas.

Coty (England) Ltd: Mr James Keane has been appointed financial director. He replaces Mr C. M. Graham who has taken up his appointment as financial controller of Coty (International) Inc, based in New York.

James Beattie Ltd: Miss J. Rose relinquishes her position as a retail department manager at Solihull and has been appointed Buyer for perfumery at the Birkenhead, Solihull and Dudley branches.

PEOPLE

Dr A. J. Tyrrell, head of the Medical Research Council's common cold unit, Salisbury, has been elected a Fellow of the Royal Society for his contributions to virology.

Mr Oliver Normandale, 43, the new director of the Glass Manufacturers Federation, succeeds Mr Dennis Rider, OBE, who has retired due to ill health. Mr Normandale was formerly director of the Federation of British Rubber and Allied Manufacturers and deputy director of the British Rubber Manufacturers Association.

Mr D. F. Lawson, chief photographer at the chemotherapeutic research centre of Beecham Research Laboratories has been presented with the Rodman medal of the Royal Photographic Society. This is the second time the society has honoured Mr Lawson, for in 1961 he received the Royal Photographic Society's medal. Both awards are in consideration of his work in photomicrography. Mr Lawson, who is a leading authority on the subject, published in 1960 "The Technique of Photomicrography." He has also written a large number of papers, many of them describing techniques devised at the Beecham Research Laboratories and has contributed articles on aspects of photography, including photomicrography, to the *C&D*.

Mr R. L. Taylor, managing director of Johnsons of Hendon Ltd from 1954 until 1965 when he resigned, has been in the photographic industry, and with the same company, for over fifty years. Recently Johnsons arranged a dinner in his honour, attended by his co-directors, by representatives from the many associations with which he has been connected and by friends inside and outside the photographic field.

At the end of the evening he was presented with a gift from Johnsons of Hendon, a colour television set, and then came a complete surprise. Mr A. E. Amor, past managing director of Kodak Ltd, in token of the friendly relations that have always existed between the two firms, gave him, on behalf of himself and some



of his late colleagues, a silver tray complete with a decanter and glasses.

Though semi-retired, Mr Taylor will continue his association with Johnsons.

Mr John A. Moglia, chief pharmacist of the Doncaster Group of Hospitals since 1947, is retiring in July. A founder-member and past-chairman of Doncaster Branch of the Pharmaceutical Society, he returned from India in 1932 and was for about five years manager of a Doncaster pharmaceutical company. He was then appointed chief pharmacist at Doncaster Royal Infirmary and held that post for ten years.

Dr Fred Wrigley, deputy chairman of the Wellcome Foundation Ltd and chairman of Calmic Ltd, has received the award of the Order of the Silver Acorn in recognition of "specially distinguished services" to the Scout movement. The award is one of a number made by the Chief Scout to mark St George's day. Dr Wrigley has been associated with the movement for more than thirty years.

Mr Howard Myers, managing director, S.I. Myers Ltd, has just returned from a three-week fact finding tour of Kenya and Zambia. As a result, arrangements are being finalised with a Nairobi company to franchise the Simbilt interchangeable system of pharmacy fitments throughout Kenya and Zambia.

Mr Myers saw a number of pharmacies during his tour of the countries and believes that while pharmacies in Kenya particularly could learn a great deal about modernised shopfitting and display techniques from the UK, he was otherwise generally impressed with the standard of administration and service he encountered.

Deaths

Jenkin: Recently Mr Baldwin Henry Jenkin, 17 Basset Street, Camborne, Cornwall, aged 91. Mr Jenkin qualified in 1904 and was formerly in business in Camborne for 32 years.

McKay: On April 26 Alderman Hugh Anthony McKay, MPSNI, 44 Main Street, Larne, co Antrim. Mr McKay, a former mayor of Larne, qualified in 1935.

Pendray: Mr Thomas Pendray, MPS, 119 Coombe Street Lane, Yeovil, Somerset, aged 75. Mr Pendray qualified in 1924 and was for 17 years manager of the Yeovil branch of Boots Ltd until his retirement in 1955.

RPM case: Registrar calls hospital pharmacist

"If resale price maintenance on medicines is maintained the wholesalers might withdraw some of the advantageous terms we now have. This is the fear I have," said Mr David Annat, chief pharmacist, Stoke Mandeville Hospital, Bucks, on May 4.

He was giving evidence for the Registrar of Restrictive Trading Agreements to the Restrictive Practices Court in London. Mr Annat said that there were instances of drug prices asked by wholesalers being lower than the cost if obtained direct from the manufacturers.

Before calling Mr Annat, Mr Kidwell, QC, for the Registrar, said he hoped arguments in the case would finish by May 13.

Next witness to be called was Mr J. Dipple, a director of Tesco Wholesale. They stocked certain proprietary pharmaceutical items, but only a limited range because under rpm the group could only offer the public the same as anywhere else.

Mr Dipple said they bought products direct from the manufacturers at something between the trade price and 12½ to 17½ per cent discount.

He denied that the abolition of rpm on drugs would enable Tesco to "carve out great chunks" of the present retail pharmacist's trade.

Mr R. Finlayson, managing director, Argyle Rubber Co, and Wholesale Cash and Carry Sundries, said his company was a wholesale medical supplier in Scotland, with a turnover of £500,000 a year. He operated on a basis of cost plus 5 per cent plus 1½ per cent delivery charge.

Mr Finlayson, continuing on May 5, said the proprietary medicine manufacturers fairly regularly throughout the year ran special promotions—known in the trade as "sell-ins"—in order to encourage retail businesses to stock up with their particular products.

These discounts were passed on to the retailers by the wholesalers but they were not passed on to the customers by the retailers. The chemists did not want to pass on the lower prices.

Cross-examined by Mr C. Sparrow, QC, representing the "ethical" manufacturers and distributors, Mr Finlayson agreed that he had no pharmaceutical qualifications.

Mr Taylor, grocery buyer for Laws Stores Ltd, a chain of supermarkets in North-east England, said that if rpm were ended, the company would extend their range of medicaments.

"We would not go any lower than 17·5 per cent on our gross margin of profit," said Mr Taylor.

Mr D. Lamb, managing director, Gateway Stores Ltd, a Bristol supermarket chain said they had recently bought a chain of chemist shops that they were trading as "Mills Chemists."

"One would like to see the entire chemist shop within the supermarket with the pharmacy as a carefully controlled

unit within the shop," he told the Court.

"We would cut prices on some lines by about sixpence or a shilling. I expect the turnover in medicines in the Gateway stores will increase by at least 50 per cent immediately on the abolition of rpm," he added.

They planned to prune the range of lines in their chemist shops but they would increase the range at their warehouses so that if a customer wanted a relatively obscure line, it could be got within 24 hours.

"There is a colossal range of lines that chemists think they have got to sell to give a service to their customers—and I think they are wrong. I don't believe you need to carry 16,000 lines to do a good job."

Mr Threlfall: "So the future is to the aggressor and the rest must go to the wall?"

Mr Lamb: "Without a doubt."

Mr Threlfall: "The small pharmacy must go because it has an insufficient selling area and is inefficient?"

Mr Lamb: "Yes."

NHS can be a liability

At the end of last week and before the evidence was given on behalf of the Proprietary Articles Trade Association and Proprietary Association of Great Britain was completed, Mr Harold Moss, chairman, E. Moss Ltd, Feltham, Middlesex, said that too high a proportion of one's turnover coming from NHS dispensing could be somewhat of a liability.

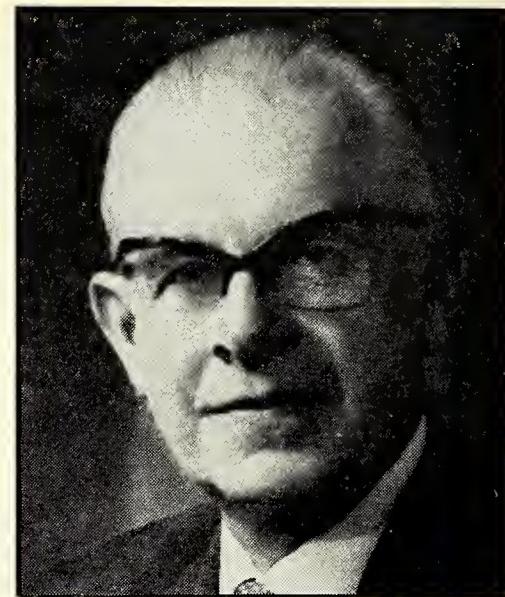
Mr Moss said his company's attitude to price competition from other retailers on lines they sold in the company's branches depended very much on the source and scale of the competition. He had had to consider that question, quite often in the last few years, particularly in toiletries.

Questioned about the immediate consequences of the ending of rpm on medicines, Mr Moss replied that the price cutter would be able to cater for a large part of the everyday medical needs of many families.

Mr R. I. Threlfall, for PATA and PAGB asked Mr John Wells (secretary, PAGB): "Do you think it is a source of strength to the chemist or a source of weakness to him that so much of his income is subject to external administrative decisions?"

Mr Wells replied: "It is a source of worry to him that he relies so much on income over which he has so little control." Mr C. Green (secretary, PATA) said he thought that the majority of manufacturers believed that the practice of rpm was not only in their own interest, but in the interest of their distributors as well.

Mr David Blake, secretary, East Kent Branch of the Pharmaceutical Society, said that part of the traditional business of the chemist was being eroded.



Mr H. Moss: A witness for PATA

Tooth-paste and certain soaps which were traditional chemist's lines were no longer so. "I think a large amount of the erosion has occurred since rpm on these toiletries ended," he added. This situation, he said, affected all the small independent pharmacists.

Mr Blake said he regarded the giving of advice as an important part of the function of a pharmacist. "The pharmacy is a place where the right medicine is given to the right person at the right time and it is the pharmacist's job to oversee that operation."

Mr Blake said there were many times when advice by the pharmacist to his customers was just and seemly, for example in respect of phenacetin in various aspirin compounds.

Mr Kidwell suggested that of all the commodities one would like to see reasonably cheaper, those needed when people are ill must rank very high on the list.

Said Mr Blake: "Medicines are not like a detergent."

Mr Kidwell: "They are more important than detergents. People with not much money ought to be encouraged to buy the medicines they need rather than say they are too expensive to bother about."

Mr Blake asserted that the public needed protecting from itself—from this sort of merchandising. "Fairly often when customers come in for advice to me no sale is made. It is not money in the till I am primarily interested in," he added.

Mr Blake agreed that in general it was advantageous to the public to obtain these medicines as cheaply as possible, but added "There is a rider to that—that it is the right medicine."

Mr Kidwell: "Then you are going back to the argument that nobody except pharmacists should handle medicines."

Mr Blake: "I do not argue this. What I am afraid of is the encouragement of people to self-medication, often unwisely and to their detriment."

Mr Blake agreed that his real objection to the abolition of rpm was that something would happen in the supermarkets which would induce people to behave in a way not in their best interest.

The hearing continues.

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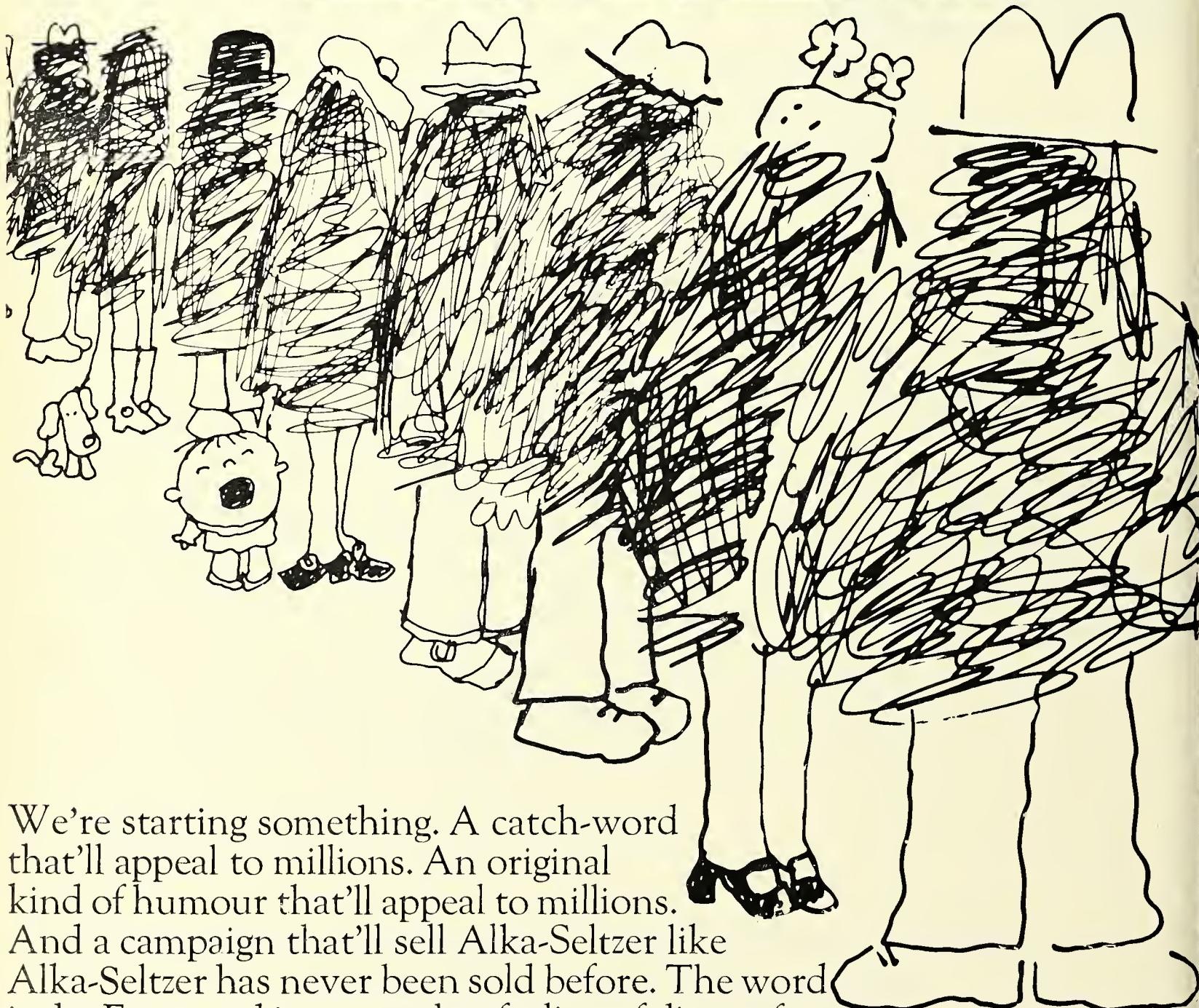
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Adding these brands to our existing range of top products which include Supersoft hair spray and shampoo, Loxene, Cossack, Veeto and Valderma, we've become one of the biggest toiletries organisations in this country.

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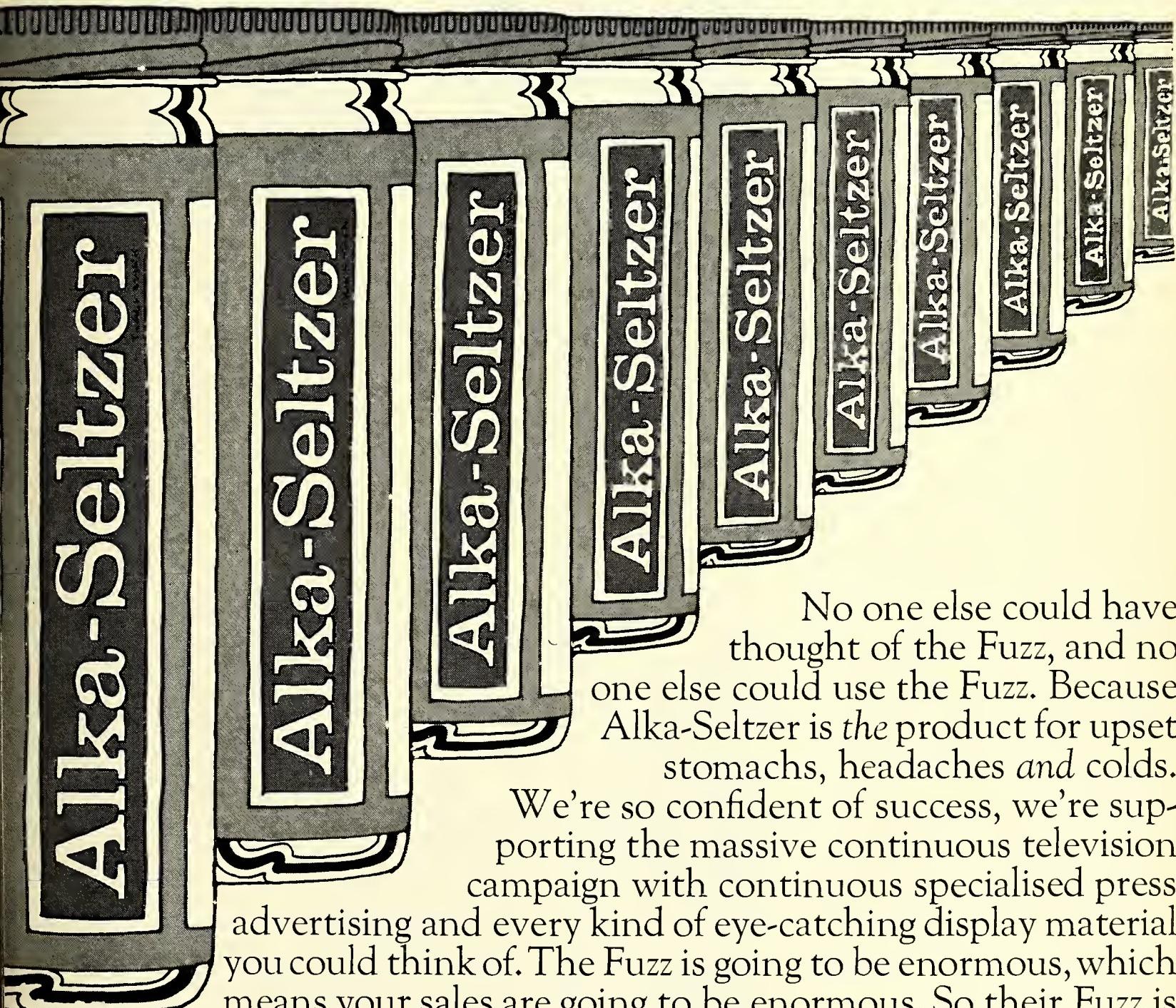


We're starting something. A catch-word that'll appeal to millions. An original kind of humour that'll appeal to millions. And a campaign that'll sell Alka-Seltzer like Alka-Seltzer has never been sold before. The word is the Fuzz—and it means that feeling of discomfort that comes from a headache, an upset stomach or a cold. These are the Fuzz people, and before long the whole country's going to be talking about them. And Alka-Seltzer*.

*Alka-Seltzer. Reg. Trade Mark

there goes the Alka-Seltzer

TRADE MARK



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PROFESSIONAL NEWS

Ulster Chemists' Association

A critical time for pharmacy in Ulster

Has Ulster pharmacy reached a critical point? Yes, said Mr W. H. Boyd at the Ulster Chemists' Association Conference in Enniskillen on May 2.

He believed that the question of health centres would soon make it necessary to decide how future pharmacy should develop. Should it do so on strictly professional lines or in a commercial retail manner?

Most of the mystery attached to pharmacy by the public had now gone, and he thought that the older school brought up as traders might have to diversify while others, the new entrants to the profession, might prefer "strictly ethical pharmacy." Mr Boyd was one of a panel answering questions at a "Pharmacy Quiz."

Mr J. Goulding, National Pharmaceutical Union, mentioned the difficulties that might arise if, after relinquishing the photographic and cosmetic products, the purely professional pharmacy was not successful. "It would probably be difficult to 'get them back'."

Mr R. G. P. McMullan, of the General Health Services Board, suggested that not enough study had been made of the professional aspects of pharmacy. Furthermore, there was a lack of unity in the profession. Environmental factors were dictating the direction of pharmacy instead of pharmacy itself dictating the future.

Mr W. H. Irwin, Belfast, said that if the Labour Party was re-elected to govern at the next general election, pharmacy would be nationalised and pharmacists would become salaried servants. The general trading outlook was bleak, although much would depend on the Medicines Act.

The main troubles in pharmacy were over capitalisation and overdrafts. His advice was to diversify.

A two-tier system of medical treatment was a political non-starter, Mr Goulding told Mr T. W. Glass, Maghera, although one effect of it would be that patients might realise the value of the drugs that were being supplied against prescriptions.

It had been suggested that if a Tory government came into power then there would be a sharp increase in prescription charges. Seven shillings and sixpence and 10s had been mentioned.

Later, when discussing the possible changes in wholesaling, Mr Boyd said there had been fears expressed in the Belfast area that if the numbers of whole-



After the conference dinner at Enniskillen, Miss A. E. Strachan (on the left) with Mr and Mrs J. Kerr

salers were reduced the stage might be reached when two became dominant and they could then dictate terms.

Mr J. Kerr, president Pharmaceutical Society of Northern Ireland, felt that any development of cash-and-carry wholesalers in Northern Ireland would not be to the long term benefit of pharmacists.

Saving the NPU way

The first paper given at the Conference was that by Mr J. Goulding of the National Pharmaceutical Union, whose title was "How to save money through the NPU." He had arranged a display of some of the aids that the Union had introduced for members in the last two years (see p 674).

Any members who had subscribed to all the special offers on business aids during the last three years could have saved himself sufficient in discounts to pay for 11 years' NPU subscriptions.

He gave details of the discussions with manufacturers and other bodies to arrive at something worthwhile for the members, and the problems that had arisen during the protracted discussions and correspondence with the Board of Trade concerning the metric weights now being offered to members.

As for future developments, Mr Goulding said there was no shortage of ideas. Shelf-filling trolleys, coats and overalls, decimal training kits, display fixtures, price tickets and a possible coupon clearing house were just a few items they "had in store."

Mr N. A. J. Anderson considered the display stands for the *Family Doctor* booklets were inadequate. Mr Goulding agreed. They were looking at new wire stand designs as well as window stickers. Another possibility was a mobile for doctors' waiting rooms.

Professionalism: Can it be made to pay?

"Professionalism—Does it Pay?" was the title of the talks during Sunday afternoon. Mr H. Steinman, chairman, National Pharmaceutical Union, and treasurer of the Pharmaceutical Society of Great Britain, giving the first viewpoint said that in the right circumstances the majority of pharmacists would probably wish to develop the professional aspects of their pharmacies to the exclusion of the "commercial side," but it was not an ideal world and economic viability for most meant putting energies into developing a balanced business with the professional side always being given first priority. A profession lacking economic prosperity was a mirage, but contentment with economic prosperity divorced from a professional sense would, he said, be a tragic and "unforgivable betrayal of our past."

The public support for pharmacy would in future depend more and more upon the professional service and professional conscience of the pharmacist.

In dispensing there must be established a modern professional role to replace the traditional largely manipulative role of the pharmacist. Many prescriptions were issued with "As directed" as the instruction to the patient. Yet pharmacists knew that a patient in a consulting room was not usually receptive to verbal instructions. Pharmacists should therefore—as a professional act—check on every occasion that the instructions were understood. Such personal interest would help to make professionalism pay for on the one hand

the time taken would be reflected in NHS recommendation and the development of goodwill would bring its own rewards.

Pharmacists should also devote some time to checking for possible drug interactions and making sure any necessary warnings had been given to the patient.

Turning to the reorganisation of the administrative structure of the NH Service, Mr Steinman suggested that it gave the pharmacist an opportunity for a new recognition in the health field. The new area health authorities were to take over "health education" and there appeared to be no reason why the pharmacists' involvement should not be recognised in financial terms.

Pharmacists must show the public that in pharmacies medicines were treated in a different manner from other goods and that the standards adopted in the sale of medicines were not dictated by others who were not allowed to sell medicines.

If professionalism was defined as non-amateurism, then without a shadow of doubt it did pay. What was needed was a clinical analysis of the commercial side of business to maximise profits. The stock range, investment and turnover must be investigated.

He stressed the special need to investigate the capital invested in toiletries, and doubted the need to carry every brand of shampoo that might be asked for. He saw NPU products as a way of maximising profits in toiletries.

One or two agencies for the higher priced cosmetics could bring prestige to a pharmacy but there was need for extreme care.

The same critical faculties must be brought to bear on the photographic stocks. He knew pharmacists who complained about NHS remuneration but

A private discussion session: Mr J. Reed and Mr W. E. Cooper, president of the Ulster Chemists' Association

were prepared to stock a range that did not turn over even once a year. Mr J. Reed, vice-chairman, Central NHS (Chemists Contractors) Committee, agreed with Mr Steinman, but emphasised that without professionalism pharmacy would be degraded to a third- or fourth-rate calling. Equally, without profits it would wither and die. Nevertheless, he hoped that in achieving profit there would not be lost that professionalism that was a necessary ingredient in pharmacy.

It was fatuous and trivial for pharmacists to argue whether they practised a profession or a trade. "What we all do is practice pharmacy!" and *in toto* that was a multi-sided occupation requiring "all sorts of academic and technical skills."

All pharmacists, whether in general practice, in hospital, industry teaching or research must perform managerial functions and it was sensible therefore that they acquired and used such knowledge in a practical way.

He believed the traditional pharmacy must continue to remain the best means of providing the service to the public. At the same time it should ensure a reasonable income and decent standard of living for the pharmacists. He admitted the number of pharmacies in existence was too great to remain economically viable. To some extent the laws of supply and demand would correct the position.

Mr Reed urged UCA members to consider all the implications that were linked with the large number of proposed health centres in Northern Ireland.

"Health centres you will get because it is Government policy, but do not allow the position to arise where the health centres will do almost all the NHS dispensing and leave traditional pharmacies in a very vulnerable and practically uneconomic position."

Health centre development causes concern

During the discussion a number of members expressed concern about the development of health centres in Northern Ireland.

Mr Steinman said that dramatic changes were foreshadowed in the practice of medicine and it was essential that pharmacists should be both aware of and prepared for them.

Mr T. J. O'Rourke believed that the public would get a worse service in health centres. Mr Reed pointed out that the capitation fee system helped to keep the doctor and patient apart, while the pharmacist, being paid on a service basis, tended the other way.

But the pharmacist would not turn that to his advantage unless he could lift his status in the public eye. To do that he must accept fully his responsibilities for must be prepared to accept fully his responsibilities for the provision of a pharmaceutical service.

Twenty-four hour service

Mr Steinman suggested that a system of a 24-hour service might well result in a shorter working day for the pharmacist. Mr Reed reminded members that although pharmacists had to be in the pharmacy from "nine until six" they were paid only for the actual time involved in individual transactions.

Mr A. G. Bryson, Lisnakea, was of the opinion that the public expected too much of the pharmacist.

Mr W. H. Irwin, Belfast, believed that pharmacy was heading for nationalisation. He would have preferred a discussion on problems caused by health centres, because at the moment he "failed to see where we are going."

Mr Steinman sharply replied that he knew exactly the direction he wanted pharmacy to move in. He did not want the doctor to provide any drugs—if he did, "he is doing my job."

He believed that in the end the public would pay for a full pharmaceutical service.

Mr J. Knox, Belfast, reminded his colleagues that he was in business for profit. If anybody thought they would make any profit by going into a health centre and practising professional pharmacy they were mistaken. He objected to the pressure that was being put on chemists to go into health centres.

Mr Steinman was applauded when he said that he did not believe the public could be better served than in the traditional pharmacy.

But no other profession would accept a situation where qualified persons spent only a third of their working life in professional activities and the remainder in non-professional work in order to make a living.



LETTERS

A pattern for the future of pharmacy

May I put forward my suggestions for the essentials in any pattern for the future of pharmacy? They are:

Unity — (a) Of all the Societies (i.e., England, Scotland, Wales and Northern Ireland,) (b) One association for pharmacy to act as our union, (c) The discord between pharmacists, including those employed by Boots, should be removed—by a little "give and take."

Hospital pharmacy should act as a source of information on drugs and not as a store where one simply finds drugs kept in hospitals. Here it would be of great benefit to employ newly-qualified pharmacists since a young doctor could approach them more easily. The newly-qualified have, in general, a much better knowledge of the actions and reactions of drugs. The chief pharmacist has enough to do looking after administration.

Medical representatives should in future only be employed when they are either doctors or pharmaceutical chemists with (as this would give rise to) fewer on the road.

It is evil for all society to have medication by television. The idea of "lifting depression" by using a common tablet with a small amount of caffeine is dangerous and helps with the present misuse of drugs. No medicine should be advertised at all. This would be a big benefit to the nation both in money and in health. Eventually we will have to contend with the large manufacturers who care only for their percentage profits.

Denis Grant

Ballykelly, Northern Ireland

Council candidates

Of the 21 candidates presenting themselves for election to the seven places on the Council, only one is an employee pharmacist in general retail practice. The importance of these pharmacists must be apparent to all members of the Society and this candidate should commend himself to all voters so that this group might be represented on the governing body of our profession.

A. L. Solomons
Haywards Heath

No connection

May I point out that, contrary to the belief of many, we are in no way connected with our good friends and customers, Messrs Boots.

Trentham Laboratories Ltd is a private company in which E. C. De Witt & Co Ltd have a minority financial interest.

P. Lees, director
Trentham Laboratories
(Nottingham) Ltd

Rules on redundancy

by Jonathan Sterling

The business of the chemist is as prone to redundancies as almost any other. The belt is tightened, so the payroll contracts . . . self-service economies come in the door and employees go out the window . . . branches close, shops move, redundancies proliferate. So whether you are an employer forced to create redundancies, or an employee, on his way out of work, a quick reminder of the main rules should help.

To qualify for redundancy pay, an employee must have been continuously employed by the same business for at least two years after reaching the age of 18. If male, he must be under 65, if female, under 60, at the date when the redundancy begins. Above all, he must be dismissed as redundant.

Unless actually dismissed, the employee gets nothing. So if you are warned that your pharmacy will be closing "some time soon" and you jump the gun and take a job elsewhere, you will lose your redundancy pay. And unless you are driven out of employment by your employers' failure to provide you with your work or money—if you leave of your own accord—then you cannot expect redundancy money.

Next, the dismissal must have been caused by redundancy. A manager or pharmacist gets no redundancy pay if he is dismissed because the boss finds someone who can do the job better—still less if he is sacked for misconduct or incompetence.

Once dismissed as redundant, an employee does not necessarily have to work his period of notice. If he himself gives written notice then he may be able to leave early. But here (as in many other cases) an employer may give a counter-notice, requiring the employee to stay on.

If a shop closes or a company goes out of business, then its employees will become redundant. If there is a merger or takeover or change of ownership, then loss of employment means redundancy money. But if the new owner offers the employee a job and he unreasonably rejects it, then he loses his redundancy rights.

But note: If an employee who is dismissed as redundant immediately finds other work, so that he loses no money, he still retains his redundancy rights.

A dismissed employee is presumed to be redundant. The "burden of proof" lies on an employer, if he wishes to prove some other reason for the dismissal. Disputes over redundancy go to a tribunal. But there is a right of appeal to the High Court against the decision of a tribunal on a point of law.

Redundancy pay comes partly from the Redundancy Fund (into which the employer has been paying) and partly from the employers' pocket. At present, the split is usually 50/50. The amount of redundancy pay will depend upon the length of the employee's service and the amount of his wage or salary. But the most you can get is calculated over a 20

year period, and for a salary of up to £40 a week.

The object of it all? To provide a cushion for the employee, who loses his job through no fault of his own. The rules come from the Redundancy Payments Act, 1965. They are complicated. This is only a brief outline, by way of reminder.

If you should run into trouble over the correct interpretation of the Act, then you should consult your solicitor or the local office of the Department of Employment. Remember that if you do not know the rules and follow them, you will almost certainly lose your rights.

BOOKS

The Book of Spices. Frederick Rosengarten jnr. *Livingston Publishing Co.*, 18, Hampstead Circle, Wynnewood, Pennsylvania 19096 USA. $10\frac{1}{4} \times 7\frac{1}{2}$ in. Pp 466+appendix, glossary, bibliography and indexes \$20.

Many books have been written on the subject of spices, no doubt because the romantic history of the subject commands itself to an author. For the pharmacist and student pharmacist there has been no lack of readily available information because most of the chief spices are covered in all the standard text books on pharmacognosy.

But this book is quite extraordinary in being a combination of a well-produced pharmacognosy book solely devoted to spices and a "glossy" cookery book.

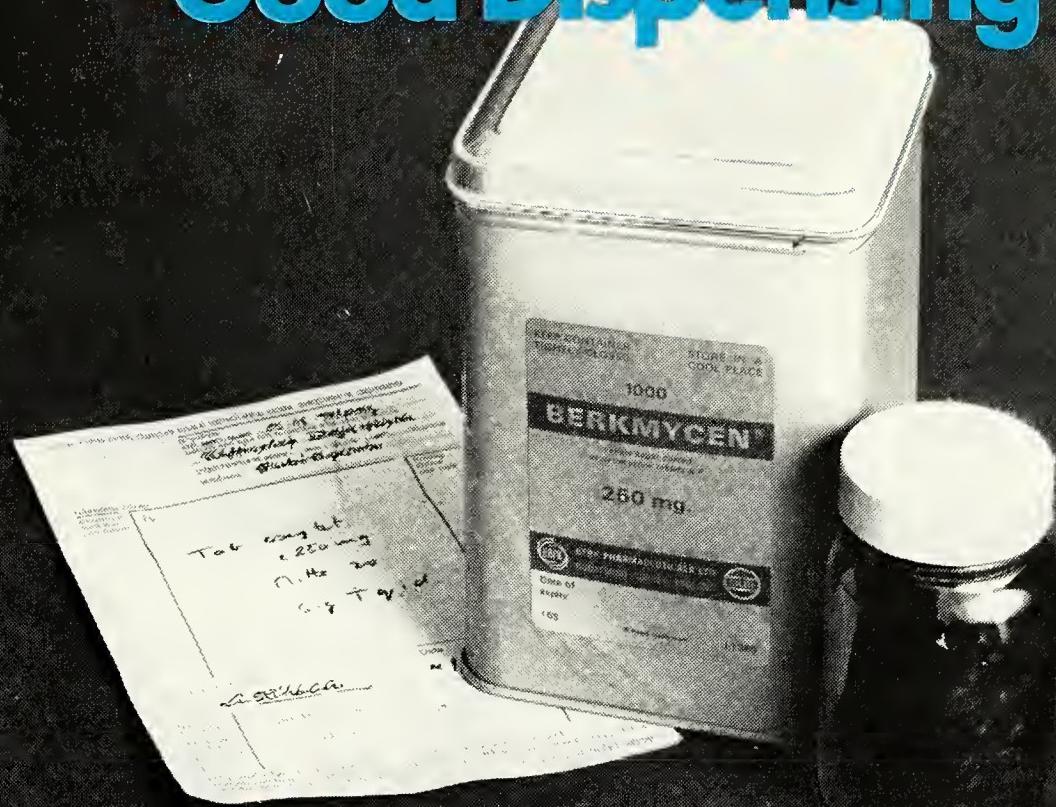
The historical side is dealt with in Part one (pp 82).

The main section is comprised of descriptive chapters on the 35 most important spices and herbs. Each gives in easily-readable form the spice's habitat, history, cultivation and preparation for the market and its variety of uses other than culinary. Each chapter concludes with a selection of "kitchen-tested" recipes selected from the files of the American Spice Trade Association.

Making the book an attractive addition to anyone's bookshelves are the profusion of illustrations, many being in colour. Each spice is accompanied by a botanical print. There are also illustrations of the finished products of the recipes which will interest most readers, whether gourmets or otherwise.

The author spent from 1947 to 1959 in Guatemala where he managed plantations of cinchona and farms for the production of essential oils and spices. In 1960 he was honoured by that country's Government for helping Guatemala to become the pre-eminent cardamom-producing country of the Western Hemisphere.

Good Dispensing



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Erythromycin	ERYCEN*	Tabs 250 mg	100 & 500
Imipramine	BERKOMINE ®	Tabs 10 mg Tabs 25 mg	250 & 1000 200 & 1000
Nitrofurantoin	BERKFURIN ®	Tabs 50 mg & 100 mg	100 & 1000
Oxytetracycline	BERKMYCEN ®	Tabs & Caps 250 mg Syrup 125 mg/5 ml	100 & 1000 500 ml
Penicillin V	ECONOPEN ® V	Tabs 125 mg & 250 mg	100 & 500
Phenylbutazone	FLEXAZONE ®	Tabs 100 mg Tabs 200 mg	250 & 1000 250
Quinidine sulphate	AURIQUIN*	Tabs 200 mg & 300 mg	100 & 500
Tetracycline	TETRACHEL*	Tabs 250 mg Caps 250 mg Syrup 125 mg/ml	100 & 1000 100 & 500 500 ml

Further details available on request



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ice Advanced. *R*=Price Reduced. ●=New entry. *D*=Delete. *C*=Correction. *I*=Insert.

	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Retail			
ids (1227 THP)					eyeliner cake	8 0ea	4 5ea	18 9	cough pastilles	24 2oz	38 6	14 1½	5 9	
fectant medium	16 11	—	1 10		eyeliner/eyebrow	3 0ea	1 8ea	7 0	cough linctus	19 3	7 0	2 11		
giant	23 2	—	2 7		pencil	8 0ea	4 5ea	18 9	adult†	55ml	35 0	—	4 2	
economy	34 8	—	3 10		eye shadow trio	7 6ea	4 1½ea	17 6	child†	55ml	35 0	5 3½	2 2	
y (705 Kirby)					fashion tan	12 0ea	6 7ea	28 0	junior aspirin	50	14 6	5 3½	2 2	
mer treatment	66 0	—	9 6	D	lip shield	5 0ea	1 10ea	11 6	junior pain reliever	60ml	24 6	—	2 11	
pack	—	—	—		lipstick	4 6ea	2 6ea	10 6	nasal spray	20ml	31 0	—	3 9	
(104 BP)					pearlised	4 6ea	2 6ea	10 6	sore throat spray†	7·5g	40 6	—	4 11	
it's powders	21 9	8 0	3 0		over 'n' under	4 6ea	2 6ea	10 6	Anaspasmine (1490 IAPS)					
tin (2 Abbott) TS					mascara	5 5ea	3 0ea	12 6	125m	52 0	19 1	7 4		
tabsts 250mg 100	23 0ea	—	34 6		natural eye care cream	10 6ea	5 9ea	24 6	500ml	15 0ea	5 6ea	25 6		
1000	200 0ea	—	—		natural body beautifier	8 3ea	4 6ea	19 3	Andre Philippe (48 AP)					
lim (1467 AP & T)					natural hand lotion	13 0ea	7 2ea	30 6	bath salt decanter	29	75 0	41 3	12 11	
sets	120 0	44 0	18 11	I	natural leg moisturiser	6 9ea	3 8½ea	15 9	bubble bath	25	32 0	11 9	4 11	
(682 KCL)					natural moisture plus	5 3ea	2 11ea	12 3	bubble bottle	31	63 0	23 1	9 11	
shave	36 0	19 10	6 3		natural moisturiser	11 0ea	6 0ea	25 6	cruet set	3	32 0	11 9	4 11	
(60 Arden)	—	—	22 0	D	natural skin cleanser	12 0ea	6 7ea	28 0	swan dimple	21	35 0	12 10	5 6	
101.02					natural skin toner	6 0ea	3 3½ea	14 9	piggy bank	23	29 0	16 0	4 11	
(930 P & B)					sooth	9 3ea	5 1ea	21 6	Cologne swan dimple	26	75 0	41 3	12 11	
(1476 SMP)					Alophen (938 PD)†	50	24 0	8 10	toilet water decanter	37	13 0	7 2	2 3	
porins (208 8W) TS					tablets	200	60 0	22 0	hearts and flowers	18	—	—	D	
0-5mu.						Amami (105 8TD)	21 5	11 10	3 4	three for beauty	18	—	—	D
(608 Hinders)	12 4ea	—	17 0		Ambassador (1375 ATPL)				Cologne dimple bottle	24	23 0	12 8	3 11	
les	27 0	3 7	—		after shave lotion	65ml	10 3ea	5 8ea	Cologne/lavender	36	13 0	7 2	2 3	
to-Culver (1437 ACC)						113ml	15 0ea	8 3ea	talcum powder	36	13 0	7 2	2 3	
Set hair spray,						plastic pack	80g	8 2ea	4 6ea	Cologne bubble bottle	38	29 0	15 11½	4 11
ral hold	120g	32 0	17 6			65ml	19 9ea	10 10ea	unicorn	18	123 0	67 8	21 0	
303g	51 10	28 6	8 5			113ml	15 0ea	8 3ea	Andrex (153 BSC) 25 case				D	
orhold	120g	32 0	17 6			plastic pack	80g	9 9ea	5 4ea	minimum order	32 6	—	2 4	
303g	51 10	28 6	8 5			deodorant aerosol	185g	8 9ea	4 10ea	(1½ doz.)				D
greasy hair	120g	32 0	17 6			spray	70g	5 4ea	2 11ea	Androstalone (1087 Roussel)				
303g	51 10	28 6	8 5			hair oil for men	65ml	4 9ea	2 7ea	Anestan (47 Anestan)				D
l lotion	24 2	13 4	3 11			pre-shave lotion	65ml	10 3ea	5 8ea	Anestan (325 C-A)				D
ampoo	200g	29 11	10 11			113ml	15 0ea	8 3ea	Angel Face (256 CPL)					
hairdressing						plastic pack	80g	8 2ea	4 6ea	8rush Alive	41 0	20 11	6 6	
ular or blue)	42g	45 4	25 0			shave bowl	5½oz	11 6ea	4 3ea	eye pencil	16 9	8 7	2 8	
ray	130g	45 4	25 0			refill	5½oz	4 10ea	1 9ea	eye shadow compact	14 2	7 3	2 3	
220g	73 9	40 7	12 0			soap tablet	6½oz	5 10ea	powder	18 11	9 8	3 0		
ay for grey)	176g	73 9	40 7	D		talc for men	65g	7 7ea	2 2ea	face powder small	17 4	8 10	2 9	
(J545 Vestric)						vitamise hair tonic	113ml	4 9ea	2 7ea	lipstick	30 0	15 4	4 9	
(1154 SNP)						forty-four range	11 6ea	6 4ea	Stayfast	15 9	8 9	2 6		
preparations						after shave lotion	100cc	8 11ea	4 11ea	liquid make-up tube	21 7	11 0	3 5	
orescen 2%							100cc	10 6ea	5 9ea	bottle	34 2	17 6	5 5	
ari units	10	26 4ea	—				deodorant Cologne	100cc	8 11ea	mascara compact	7 4	3 9	1 2	
xitrol drops 5ml	12 0ea	—	—				pre-shave lotion	100cc	8 11ea	Nothing On	27 5	14 0	4 4	
ment	10 11ea	—	—				100cc	8 11ea	4 11ea	vanity case	31 0	15 10	4 11	
racaine steri							80g	8 11ea	4 11ea	cream powder case &				
ents †	10	26 4ea	—				100g	8 11ea	4 11ea	compact				D
(599 Henleys)							100cc	10 6ea	5 9ea	face powder 21g	—	—	—	D
ocolostomy bags 24	42 0ea	—	—	I			deodorant Cologne	100cc	8 11ea	Angier (172 8MCL)				
stable elastic							100cc	8 11ea	4 11ea	junior aspirin	50	16 7	6 1	2 6
elts	5 0ea	—	—				100cc	8 11ea	4 11ea	Analintex (1073 Robinson)				
(1071 Robins)							100cc	8 11ea	4 11ea	poultice dressing (vet.)	10	47 1	17 3	8 0
ules with vit. C							100cc	8 11ea	4 11ea	Ankle Vigger (608 Hinders)				
500	170 6ea	—	255 0	D			100cc	8 11ea	4 11ea	ankle bandage No. 1	pr. 106 0	—	—	
bury's (34 A & H)							100cc	8 11ea	4 11ea	natural	pr. 93 0	—	—	
perfumed soap							100cc	8 11ea	4 11ea	Anne French (655 ICC)				
urs (488 Fylde)							100cc	8 11ea	4 11ea	cleansing milk	37cc	18 5	10 2	3 0
ly	2·5k	15 0ea	3 4ea	—			100cc	8 11ea	4 11ea	golden tan	79cc	30 2	16 7	4 11
6lb	—	—	—				100cc	8 11ea	4 11ea	Anzora (47 Anestan)	26g	22 3	12 3	3 6
ral-Mite (1460 Dome)							100cc	8 11ea	4 11ea	Anzora (325 C-A)				
ified house dust							100cc	8 11ea	4 11ea	Apple Blossom (596 HR)				
reatment set	210 0ea	—	262 6				100cc	8 11ea	4 11ea	bath essence	3303	—	—	20 0
y (39 Almay)							100cc	8 11ea	4 11ea	salts	3319	—	—	21 0
impact refills		—	—				100cc	8 11ea	4 11ea	cubes	3321	—	—	11 0
brow pencil		—	—				100cc	8 11ea	4 11ea	deodorant spray	2422	—	—	14 0
liner cake		—	—				100cc	8 11ea	4 11ea	anti-perspirant	2433	—	—	16 6
shadow with							100cc	8 11ea	4 11ea					D
lighter							100cc	8 11ea	4 11ea					D
ur tan	.7 6ea	4 1½ea	17 6				100cc	8 11ea	4 11ea					D
533 Alo)	12 0ea	6 7ea	28 0				100cc	8 11ea	4 11ea					D
ut masque	6 9ea	3 8½ea	15 9				100cc	8 11ea	4 11ea					D
uty matte	10 3ea	5 8ea	24 0				100cc	8 11ea	4 11ea					D
ointment	7 6ea	4 1½ea	17 6				100cc	8 11ea	4 11ea					D
ne compact	6 0ea	2 2½ea	12 6				100cc	8 11ea	4 11ea					D
lder	9 3ea	3 5ea	19 0				100cc	8 11ea	4 11ea					D
the rouge	6 9ea	3 8½ea	15 9				100cc	8 11ea	4 11ea					D
the rouge	7 0ea	3 10ea	16 3				100cc	8 11ea	4 11ea					D

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TABLETS • SOLUTION • INJECTION • PÄEDIATRIC ELIXIR
BURROUGHS WELLCOME & CO. (*The Wellcome Foundation Ltd.*) DARTFORD, KENT.



	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Retail
shampoo for dry hair, normal hair sachet	17 3 (3 doz)	6 6 (3 doz)	10	Celtek (1164 55L) sanitary belt adjustable sanitary towels super soft	18 7 12 18 30	2 6 — — —	2 4 2 8 3 9 6 0	wheat germ beauty mask	115cc	—	12 3
70cc	22 9	8 5	3 3	Cendevax (1153 5KF)T5 rubella vaccine single dose vial	21 4ea	—	32 0	wild honey hair nutrient	115cc	—	8 3
120cc	34 0	12 6	4 11	Cephos (104 BP) powders	8 60	21 9 15 1ea 21 9	8 0 5 7ea 8 0	hand cream	115cc	—	8 3
packs	—	—	D	tablets	20 100 500 mg 100	75 0ea 360 0ea 147 6ea 710 0ea	112 6 540 0 221 3 1065 0	for men after shave balm	115cc	—	12 3
ze (756 Lever) P	52 5 (6 doz)	19 3 (6 doz)	1 2	Ceporex (518 Glaxo) T5 tablets 250 mg	20	53 0	—	lotion	115cc	—	12 3
bath	41 6 (3 doz)	15 3 (3 doz)	1 10	500 mg	100	14 6ea	—	hair cream	115cc	—	12 3
ow's (105 BTD) shampoo's	—	—	—	tablets	100 1000	46 0 35 3ea	16 10	talcum	84g	—	12 3
ream, liquid standard economy	16 1 25 0	5 11 9 2	2 3 3 6	Cerexon (218 Calmic) elixir	100ml 500ml	53 0 14 6ea	—	Chemico (302 Chemico) household cleanser	medium	53 2 (2 doz)	2 11
ee & Lovely sachet standard economy	20 10 38 8	7 8 14 3	2 11 5 5	tablets	100 1000	46 0 35 3ea	16 10	large	43 10 No. 6	4 10 11 7	
codeine (324 Crookes) †DDI	—	—	—	Certor (786 Macdonald) bandage crepe	2in x 5yd 2½in x 5 yd	28 8 34 1	—	Chiefs (702 KC) 10 case minimum order	23 8 (6doz)	3 6 (6doz)	
100ml	47 0	17 0	—	3in x 5yd	40 2	—	handkerchiefs	28lb	—		
500ml	17 3ea	—	—	3½in x 5yd	47 8	—	Chlorstreptin (938 PD)	—	D		
2l	65 10ea	—	—	4in x 5yd	54 1	—	Chypre (301 Coty) creamy skin perfume	2958	10 1ea		
enley (194 Bronnley) septic lotion	—	—	8 7	6in x 5yd	78 8	—	dusting powder	348	5 6 1ea		
odorant roll-on	—	—	—	cellulose tissue	16oz	—	refill	29351	7 10ea		
10cc	—	—	4 0	gauze plain unsterilised	61 0	—	perfume	113	4 4ea		
56cc	—	—	8 0	25yd	18 1ea	—	spray	112	7 9ea		
septic bath ball	0146	—	—	50yd	35 9ea	—	Cicatrin (218 Calmic) powder	5g	—		
mon toilet	0108	—	—	100yd	70 8ea	—	Clairol (172 BMCL) Loving Care lotion	52 9	2 10		
ath	6122	—	—	cotton wool	36 0	—	Nice N'Easy lotion	65 11	3 3		
ap-on-a-rope	6136	—	—	hospital quality	8oz	—	Summer Blonde lightener	60 0	10 0		
e-make up	0619	—	—	Cestra (1073 Robinson) lace masks standard	230 0	—	Clearway (256 CPL) men's hairdressing	54 8 (2 doz)	2 10		
onge	0523	—	—	100ml	(1 gross)	27 6	(2 doz)	86 10 (2 doz)	4 3		
rtle oil toilet	0109	—	—	Cetavlon (649 ICI) tincture	100ml	(1 doz)	Clic (538 Greebex) magnetic soap holder	21 0	3 0		
ath	0642	—	—	Cetiprin (678 Kabi) (distributors 1545 Vestrict)	tablets 50mg	12 0	Clinitetrin (518 Glaxo) T5 syrup	72 0 100ml	9 0		
itors	0643	—	—	100mg	250 32 0ea	48 1	tablets	270 0ea	405 0		
en (147 Boots) sets	0641	—	—	1000mg	50 16 10ea	25 3	Cloveride (1208 Syn) weed killer	4oz	0		
100	50 0ea	—	75 0	1000	177 4ea	266 0	Codural (1053 Rexall) † tablets	15	8 7½ 3 6		
(446 Fl) on	500 240 0ea	—	360 0	Chamade (548 Guerlain) Cologne spray	1½oz	39 6	Cojene (1530 Fisons) †DDI	20	20 8 7 7 3 3		
ream (105 BTD) dispenser	12 6ea	6 1lea	27 6	eau de toilette	3½oz	69 0	Colgate (280 CP) 5 pack minimum order	17 11 (1 doz)	6 6 5 3		
anan (1220 CT) enectomy protector	—	—	D	spray	100cc	110 0	instant shave	75 11 (4 doz)	27 6 2 9		
0)	42 6ea	—	50 0	perfume	½oz	87 6	dental cream standard	81 0 (3 doz)	29 4 3 11		
rivers (234 Cartwright) D	—	—	—	½oz	130 0	large	38 2 (3 doz)	13 10 5 6			
ury (216 Cadbury) septic chocolate	—	—	—	2oz	210 0	ex-large	38 0 (2 doz)	13 10 2 9			
ain	—	—	2 7	4½oz	355 0	fluoride toothpaste standard	54 0 (2 doz)	19 7 3 11			
xen (211 Butler) 100ml	33 0	12 1	5 3	spray	7cc	560 0	large	38 2 (2 doz)	13 10 2 9		
3oz	—	—	D	Chantage (76 Atkinson) parfum de toilette mini mist	88 6	97 6	Colivac (328 CCC) (vet.)	100ml	49 6		
um-Sandoz (1098 Sandoz) up	—	—	D	Chantilly (624 Houbigant) compact	1392	Charnier (76 Atkinson) parfum de toilette	33 0ea	—			
250ml	250ml	—	—	Chapstick (1071 Robins)	19 0	15 0	Collotone (324 Crookes) bottle	100ml	49 6		
dogon (221 Camden) se ringworm treat- ment	24 0ea	8 10ea	44 10	Charles Perry (960 Perry) almond deep-cleaner	7 0	2 11	Collo-Cal-D (324 Crookes) bottle	100ml	4 9		
450ml	—	—	—	115cc	—	200ml	500ml	—			
elia (60 Arden) d cream	24 0ea	8 10ea	34 9	580cc	—	21 22 8ea	—	Collotone (324 Crookes) †	100ml	4 3	
342.99	—	—	13 0	aqua euphrasiae eye lotion	115cc	—	200ml	43 0	6 9		
350 Dana) dorant spray talc	6 9ea	3 9ea	15 0	avocado hand cream	115cc	8 3	21 22 8ea	—	Coltapaste (115 5 & N) zinc and coal tar bandage	3½ x 6yd	4 9
ogre sprayette	8 8ea	4 9ea	19 6	calendula talcum	84g	8 3	20 11	—	Coltex (1232 T & R) cream	20 0	2 6
n (1136 Silber) era:	—	—	—	cosmetic lotion	115cc	9 6	20 0	—	Combizym (1490 IAP5) compound dragees	20 28 6ea	10 10
nonet QL 19	—	—	—	cucumber astringent	115cc	9 6	100 122 11ea	10 5ea	48 5		
QL 17	—	—	1199 5	580cc	—	500 122 11ea	45 1ea	209 0			
edrodine (211 Butler) col (1.54 Dermal) spoon gel	8 9ea	3 2½ea	—	115cc	—	Complan (518 Glaxo) 1lb	53 0	5 5			
120g	—	—	D	580cc	—	Compound "W" (655 ICC) wart remover	21 2	7 9 3 0			
Name (1053 Rexall) spray	44 6	24 5½	7 6	seaweed bath essence	115cc	8 3	Cool Charm (105 BTD) deodorant roll-on	38 1	21 0		
onet (115 5 & N) adherent dressings	34 5	—	4 0	580cc	—	refill	31 1	17 2	4 10		
× 3½ × 3½ CT4	59 6	—	6 11	shampoo's wild honey, herbal, plant oil	115cc	8 3	Colleene (682 KCL) sunburn relief	22 0	8 1	3 6	
× 3½ × 3½ CT3	—	—	—	580cc	—	Cooltan (682 KCL) sun bronzing lotion	52 0	28 7	9 0		
n × 4ydstrip CT2	107 6	—	12 6	115cc	—	suntan cream No. 1	26 0	14 4	4 6		
quin (878 Napp) sets	100	75 0ea	—	580cc	—	No. 2	38 0	20 11	6 6		
(532 Goya) d cream	—	—	—	115cc	—	No. 3	52 0	28 7	9 0		
32g	—	—	D	580cc	—	—	—	—	—		
on (228 Carlton) pension NK	—	—	—	sunflower tissue oil	115cc	12 3	—	—	—	—	
ycin (228 Carlton) pension	4oz	87 0	—	580cc	—	46 6	—	—	—	—	
16oz	26 6ea	—	—	sun tan oil	115cc	8 3	—	—	—	—	
ation (339 CG) ion rings thin	16 0	—	2 0	580cc	—	31 5	—	—	—	—	
opdy felt	16 0	—	2 0	vitamin hair tonic	115cc	9 6	—	—	—	—	
1 rings thin or ck	16 0	—	2 0	580cc	—	36 11	—	—	—	—	
rax (208 BW) urella vaccine (vet.)	9 4ea	—	14 0	—	—	—	—	—	—	—	
in (518 Glaxo) 8oz	65	—	—	—	—	—	—	—	—	—	
ils (Dr.) (104 BP) sets	54 3	—	5 10	—	—	—	—	—	—	—	
obalbin (930 P & B) IP	40 0	—	5 0	—	—	—	—	—	—	—	
115ml 4oz	—	—	D	—	—	—	—	—	—	—	

	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Retail
Coopaphene (295 CM & R)					Slenderline pressed powder compact	585	80 0	44 0	14 0		
liquid drench	1qt	22	2ea	—	sub tint	541	29 0	15 11½	5 0	loose	12 8
1 gal	76	6ea	—	102 0					3in carded	3 4	
paste cartridges	(6)	67	6ea	—	sunshimmer				2in case	5 4	
				90 0					2in case	5 4	
Coopavite (295 CM & R)					make-up	538	80 0	44 0	14 0		
(vet) No. II	50lb	87	6ea	—	translucent				syringe ear NH5	2oz	—
				105 0	highlighter	535	75 0	41 3	13 0	teething rings carded	3 7
Coopermatic (295 CM & R)					loose powder	580	86 0	47 3½	15 0	whirling spray	8oz
machine (AC 230V)	112	6ea	—	150 0	pressed powder	583	75 0	41 3	13 0	I20 0	—
(battery)	127	6ea	—	170 0							
aerosol refill											
fly killer	25	0ea	—	33 4							
Coopers (295 CM & R)											
veterinary											
border liquid dip†											
1 gal	30	5ea	—	38 0							
5 gal	130	5ea	—	163 0							
cattle drencher	80	0ea	—	100 0							
dairy fly spray	1 gal	22	0ea	—	cutex (256 CPL) existing entry	D					
dairy ointment	2½ lb	14	0ea	—	basecoat	25 2	12 10	4 0			
10lb	51	0ea	—	21 0	cuticle remover	25 2	12 10	4 0			
drenching kit	144	0ea	—	68 0	cream	25 2	12 10	4 0			
farm disinfectant‡	1 gal	20	0ea	—	emery boards	15 10	8 2	2 6			
5 gal	72	0ea	—	25 0	hand lotion	130g	41 0	21 0	6 6		
fluke drencher	208	0ea	—	260 0	hand cream	70g	31 7	16 2	5 0		
fly dip‡	½ gal	46	0ea	—	lipsticks						
foot rot aerosol	9	9ea	—	58 0	colour gloss	39 6	20 2	6 3			
lice and mange				13 0	gold glisten	44 3	22 7	7 0			
liquid fly spray	½ gal	48	0ea	—	opaline	44 3	22 7	7 0			
maggot fly spray	1 pt	60	0ea	—	swivel	39 6	20 2	6 3			
marking fluid	1 qt	7	0ea	—	nail polishes						
½ gal	11	3ea	—	9 4	regular	25 3	12 10	4 0			
1 gal	21	0ea	—	15 0	pearl	34 9	17 9	5 6			
pig worm remedy	12 dose	3	0ea	—	one coat	34 9	17 9	5 6			
100 dose	21	0ea	—	28 0	see through	34 9	17 9	5 6			
P.T.Z. plus	52	6ea	—	70 0	opaline	44 3	22 7	7 0			
drench gun	172	0ea	—	215 0	gold glisten	44 3	22 7	7 0			
ringworm aerosol	10	2ea	—	13 6	manicurist regular	49 0	25 0	7 9			
Safe insect powder					pearl	55 4	28 4	8 9			
puffer	24	0	—	3 0	nail hardener	50 0	25 6	7 11			
sheep drencher	72	0ea	—	80 0	nail flex	14g	25 2	12 10	4 0		
teat dip	2 gal	37	6ea	—	oily polish remover						
warble fly powder	1 lb	11	3ea	—	27g	20 6	10 6	3 3			
				15 0	economy size	76g	34 8	17 8	5 6		
					strong nail	14g	33 2	17 0	5 3		
Coppatan (682 KCL)											
suntan cream	38 0	20	11	6 6							
oil	38 0	20	11	6 6							
foam aerosol	70 0	38 6	12 0								
Cortacream (1155 S & N) T5											
bandage 3½ x 1yd	93	8	—	10 11							
3½ x 2 yd	114	5	—	13 4							
Cortef (1263 Upjohn)											
ointment											
acetate ointment											
Cortisyl (1087 Roussel)											
eye drops	3ml										
eye ointment	3g										
tablets	40										
Coty (301 Coty)											
Coty (301 Coty) existing entry											
Coty (301 Coty)											
airspun powder	2050	49 0	26 11½	8 6							
beauty facial	316	52 0	28 7	9 0							
cream powder											
compact	584	52 0	28 7	9 0							
refill	581	40 0	22 0	7 0							
twinset	2094	106 0	58 3½	18 6							
deodorant											
mist	330	56 0	30 9½	9 9							
roll-on	319	51 0	28 0½	9 0							
eye make-up											
browpencil	448	37 0	20 4	6 6							
browshadow	449	50 0	27 6	8 9							
cakeliner	453	47 0	25 10	8 3							
eyeshadow	444	50 0	27 6	8 9							
eyeshine	456	48 0	26 5	10 0							
linepencil	450	84 0	46 2½	14 9							
refill	451	30 0	16 6	5 5							
linerbrush	452	50 0	27 6	8 9							
liquidline	446	63 0	34 8	11 0							
longlash	440	97 0	53 4	17 3							
refill	441	67 0	36 10	11 9							
mascara	442	57 0	31 4	10 0							
roll-on-lash	454	84 0	46 2½	14 9							
shadowbrush	445	50 0	27 6	8 9							
stickshadow	443	50 0	27 4	8 9							
twinsadow	447	59 0	32 5½	10 6							
foundation cream	549	54 9	30 1	9 6							
hand care	296	36 0	19 9½	6 6							
Innovation											
eye liner gel	401	54 0	29 8½	9 6							
eyeshadow gel	402	54 0	29 8½	9 6							
make-up gel	400	66 0	36 3½	11 6							
instant cleanser	301	83 0	45 8	14 6							
Light and Lovely	S30	56 0	30 9½	9 9							
lipstick	203	46 0	25 3½	8 0							
mirrored case	205	55 0	30 3	9 6							
Superclear	208	52 0	28 7	9 0							
liquid base	354	52 0	28 7	9 0							
moisture balancer	304	100 0	55 0	17 6							
moisture veil	353	79 0	43 5½	13 9							
all-in-one	355	72 0	39 7	12 6							
face formers	356	98 0	53 11	17 0							
nourishing cream	310	83 0	45 8	14 6							
revitalising cream	313	98 0	53 11	17 0							
rouge	255	49 0	26 11½	8 5							
skin freshener	307	83 0	45 8	13 5							
Coopaphene (295 CM & R)											
liquid drench	1 qt	22	2ea	—							
1 gal	76	6ea	—	102 0							
paste cartridges	(6)	67	6ea	—							
Coopavite (295 CM & R)											
(vet) No. II	50lb	87	6ea	—							
				105 0							
Coopermatic (295 CM & R)											
machine (AC 230V)	112	6ea	—	150 0							
(battery)	127	6ea	—	170 0							
aerosol refill											
fly killer	25	0ea	—	33 4							
Coopers (295 CM & R)											
veterinary											
border liquid dip†											
1 gal	30	5ea	—	38 0							
5 gal	130	5ea	—	163 0							
cattle drencher	80	0ea	—	100 0							
dairy fly spray	22	0ea	—	33 0							
dairy ointment	2½ lb	14	0ea	—							
10lb	51	0ea	—	68 0							
drenching kit	144	0ea	—	180 0							
farm disinfectant‡	1 gal	1 gal	—	38 0							
5 gal	130	5ea	—	163 0							
fluke drencher	208	0ea	—	260 0							
fly dip‡	46	0ea	—	58 0							
foot rot aerosol	9	9ea	—	13 0							
lice and mange											
liquid fly spray	½ gal	48	0ea	—							
maggot fly spray	1 pt	60	0ea	—							
marking fluid	1 qt	7	0ea	—							
½ gal	11	3ea	—	15 0							
1 gal	21	0ea	—	28 0							
pig worm remedy	12 dose	3	0ea	—							
100 dose	21	0ea	—	28 0							
P.T.Z. plus	52	6ea	—	70 0							
drench gun	172	0ea	—	215 0							
ringworm aerosol	10	2ea	—	13 6							
Safe insect powder											
puffer	24	0	—	3 0							
sheep drencher	72	0ea	—	80 0							
teat dip	37	6ea	—	50 0							
warble fly powder	1 lb	11	3ea	—			</td				

	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Retail	
Witt's (372 De Witt)				first aid dressings	4120	16 11	—	2 0	eyelashes	398.00	—	
High control ts7	45 Oea	—	—	4121	26 11	—	3 2	extra thick	399.00	—	41 0	
1 gal	80 Oea	—	—	4122	38 1	—	4 6	extra long	368.00	—	47 0	
medium	41 3	15 1	6 0	wallet	4183	10 7	—	1 3	eye jewel with fixtures	396.00	—	49 0
oney & bladder pills	41 3	15 1	6 0	invisible	8121	26 11	—	3 2	adhesive refill	398.99	—	22 0
medium	41 3	15 1	6 0	ventilated/washable	9120	16 11	—	2 0	eye liner brush	790.00	—	7 0
rm syrup	1oz	20 0	—	9121	26 11	—	3 2	eye liner pencil	369.00	—	19 0	
4oz	45 0	—	—	waterproof	7120	16 11	—	2 0	refill	370.00	—	8 0
High control	2oz	—	—	7121	26 11	—	3 2	eye liner cake	379.00	—	16 0	
aling powder	—	—	—	pocket strips	7100	10 7	—	1 3	liquid	390.00	—	17 0
cortisyl (1087 Roussel)				first aid dressings	4120	16 11	—	2 0	eye make-up remover	367.99	—	15 0
lets 0.75 mg	100	—	—	individually wrapped	—	—	—	—	eye shadow cake	381.00	—	—
ond (333 Cupal)				and sterilised	1 1/2 x 7/8in	100 11200	85 1	—	eye shadow cream	381.00	—	16 0
nt powder	26 6	—	3 0	2 1/2 x 7/8in	100 11300	108 8	—	—	creamy powder	360.00	—	16 0
ac (328 CCC)	33 Oea	—	49 6	3 x 7/8in	100 11400	134 6	—	—	shado III compact	377.00	—	23 0
ction (vet.)	100ml	—	—	1 1/2 x 1 1/8in	100 11500	128 0	—	—	eyebrow tweezers	774.00	—	29 0
efords (104 BP)				1 1/2 x 2 1/8in	100 11600	180 2	—	—	eyelash cosmetic in	—	—	23 0
nesia	27 2	10 0	3 9	2 x 3in	100 11700	266 0	—	—	pastic case	392.00	—	19 0
alm (104 BP) tDDI	43 5	16 0	6 0	waterproof	1 1/2 x 7/8in	100 12200	85 1	—	faint blush	419.00	—	41 0
lets	—	—	—	2 1/2 x 7/8in	100 12300	108 8	—	—	fluffy cleansing cream	112.02	—	17 0
r (379 Dixor)	30 0	16 6	5 2	3 x 7/8in	100 12400	134 6	—	—	112.04	—	28 0	
ernight cream	30 0	16 6	5 2	1 1/2 x 1 1/8in	100 12500	128 0	—	—	112.08	—	45 0	
's (485 Fulford)				1 1/2 x 2 1/8in	100 12600	180 2	—	—	112.16	—	75 0	
tment	20 5	7 6	3 2	2 x 3in	100 12700	266 0	—	—	featherlight foundation	403.00	—	17 0
s	20 0	7 4	3 0	airstrip	1 1/2 x 7/8in	100 14200	128 0	—	gift box	950.00	—	290 0
38 0	13 11	5 9	—	2 1/2 x 7/8in	100 14300	161 0	—	—	982.00	—	55 0	
59 3	21 9	9 0	—	3 x 7/8in	100 14400	203 1	—	—	984.00	—	220 0	
o (657 IL) ts7				1 1/2 x 1 1/8in	100 14500	188 9	—	—	960.00	—	340 0	
mma tablets	8	16 0	—	1 1/2 x 2 1/8in	100 14600	274 7	—	—	985.00	—	280 0	
24	38 0	—	—	2 x 3in	100 14700	401 1	—	—	963.00	—	520 0	
100	132 0	—	—	first aid strip	7165	5 8	—	—	976.00	—	630 0	
iran (452 FBA) 5ADDI	dp 20	36 0	—	first aid outfits,	—	—	—	—	966.00	—	105 0	
lets	dp 250	27 11 ea	—	No. 1	4447	116 8	—	—	970.00	—	65 0	
othy Gray (385 DG)				plaster BPC	—	—	—	—	954.00	—	500 0	
ick	65 0	36 0	11 6	lin x lyd	1111	13 7	—	—	986.00	—	360 0	
cream	4oz	71 0	39 0	2in x lyd	1212	20 9	—	—	955.01	—	42 0	
tions	4oz	71 0	39 0	lin x 3yd	1001	27 11	—	—	983.00	—	165 0	
thy Gray (385 DG)				plastic strapping,	—	—	—	—	gloss stick	630.00	—	12 0
shades	128 0	70 0	22 6	waterproof	—	—	—	—	handkerchief tissues	777.00	—	5 0
namine (1121 Searle) ts7				standard, BPC	—	—	—	—	healing cream	102.02	—	15 0
lets 50mg	100	18 6 ea	—	1 1/2 x 7/8in	3 4712	5 9	—	—	illusion foundation	410.00	—	34 0
an (655 ICC)				2 x 3in	3 4713	7 11	—	—	411.00	—	46 0	
al mist	38 3	—	4 3	wound dressings,	—	—	—	—	invisible veil powder	526.00	—	22 0
lets	24	45 0	—	standard, BPC	—	—	—	—	524.00	—	47 0	
Browns (1442 BCB) tDDI				stretched 3 x 6/7yd	150 10	—	17 7	—	diamond cut compact	582.00	—	75 0
gh bottle	30 0	11 0	4 4	Elastoweb (1155 5 & N)	—	—	—	—	florentine compact	581.00	—	85 0
tilles	18 2	6 8	2 9	Electrique (813 MF)	—	—	—	—	napoleon compact	553.60	—	16 0
epatan (922 Ortho) ts4B				bubbling bath	—	—	—	—	invisibility pressed	559.66	—	30 0
oules 2ml	10	44 Oea	—	fragrance	44 8	15 7	6 11	—	powder gilt compact	560.00	—	13 0
ets 2.5mg	50	13 Oea	—	dusting powder	94 8	49 6	16 0	—	refill	579.00	—	21 0
onate (452 FBR) ts4B				parfum Cologne	2oz	80 0	41 10	13 6	refill	580.00	—	14 0
ension	40ml	7 9ea	—	parfum creme	116 0	60 7	19 7	flower gilt complete	56700	—	55 0	
ets	8	5 Oea	—	perfume phial	59 4	31 0	10 0	diamond cut complete	568.00	—	118 0	
100	49 6ea	—	—	presentation	127 1	66 6	21 6	refill	566.00	—	15 0	
500	220 5ea	—	—	tablets	30 10 4ea	—	15 6	leg tint	787.00	—	28 0	
(608 Hinders)				150 46 4ea	—	—	75 0	lip brush	644.00	—	22 0	
riser insole pr.	53 0	1 / 0	—	body cream	3 4.88	—	23 0	lip outline pencil	645.00	—	19 0	
x (1160 Solport)				By-lines	214.02	—	55 0	refill	214.02	—	8 0	
er stalls				cleansing cream	110.02	—	17 0	flows design	658.00	—	19 0	
ther	small	11 0	—	110.04	—	—	23 0	diamond cut	660.00	—	35 0	
medium	11 4	—	—	110.08	—	—	28 0	colour clear	637.00	—	12 0	
large	12 4	—	—	110.16	—	—	interchange refill	633.00	—	12 0		
ex. large	13 3	—	—	colour clear blushing	—	—	silverings	636.00	—	12 0		
ex. ex. large	14 0	—	—	gel	—	—	liquid night cream	636.00	—	12 0		
246 TYE)				bronzing gel	—	—	126.02	—	52 0			
ets	300	23 6	—	colour veil set	547.00	—	126.04	—	92 0			
1000	60 0	—	—	compact	546.00	—	126.08	—	152 0			
crepe (1155 5 & N)				refill	548.66	—	792.00	—	8 0			
on crepe bandage	3025	32 11	—	blending brush	796.00	—	make-up brush	791.00	—	9 0		
5yd	3003	39 5	—	complexion clear	120.02	—	794.00	—	18 0			
5yd	3004	52 2	—	120.04	—	—	make-up purse	326.00	—	42 0		
oplast (1155 5 & N)				cream patten	780.00	—	mascarette	388.00	—	25 0		
rip	7920	16 11	—	creme blush	541.00	—	refill	389.00	—	17 0		
7921	26 11	—	—	creme extor-	125.01	—	men's	after-bath talc	909.06	—	24 0	
7922	33 1	—	—	dinaire	125.02	—	909.03	—	909.03	—	15 0	
illet	7983	10 7	—	125.35	—	—	after-shave lotion	900.00	—	19 0		
rip unit packs				cuticle cream	341.00	—	901.00	—	901.00	—	35 0	
—1 1/2 x 7/8in	7950	100 11	—	341.00	—	—	sandalwood	900.11	—	35 0		
—2 1/2 x 7/8in	7951	134 6	—	8 9	—	—	atomiser	924.00	—	18 0		
—1 1/2 x 1 1/8in	7952	72 5	—	10 4	—	—	brillantine solid	949.00	—	18 0		
—2 1/2 x 1 1/8in	7953	104 6	—	12 2	—	—	Classic Cologne	927.00	—	32 0		
—3 3/4 x 7/8in	7955	80 2	—	12 2	—	—	eau de Cologne	925.00	—	27 0		
rip wound dressing B.P.C.				118.01	—	—	—	—	—	—		
M.P. 50—3 1/2 x 2 1/2in	334 7	—	39 0	118.02	—	—	—	—	—	—		
age B.P.C. unstretched				118.99	—	—	—	—	—	—		
5yd	10025	47 2	—	118.99	—	—	—	—	—	—		
3 3/4 x 3yd	10025	57 2	—	118.99	—	—	—	—	—	—		
3 3/4 x 3yd	1003	68 8	—	118.99	—	—	—	—	—	—		
3 3/4 x 3yd	1004	88 8	—	118.99	—	—	—	—	—	—		
dressings	4119	10 9	3 11	118.99	—	—	—	—	—	—		
ors' set, case 4554	188 9	—	22 0	118.99	—	—	—	—	—	—		
ors' set, case 4554	188 9	—	22 0	118.99	—	—	—	—	—	—		
3 3/4 x 24 455D	26 5	—	3 1	118.99	—	—	—	—	—	—		
rip dressings 9				118.99	—	—	—	—	—	—		
455E	28 7	—	3 4	118.99	—	—	—	—	—	—		
455F	21 5	—	2 6	118.99	—	—	—	—	—	—		
tar dressings 12				118.99	—	—	—	—	—	—		
455H	28 7	—	3 4	118.99	—	—	—	—	—	—		
ring strips				118.99	—	—	—	—	—	—		
1 1/2 x 1 1/8in	4015	23 5	—	2 9	—	—	—	—	—	—		
1 1/2 x 1 1/8in	4025	31 9	—	3 9	—	—	—	—	—	—		
1 1/2 x 1 1/8in	4003	36 8	—	4 4	—	—	—	—	—	—		
aid kits				—	—	—	—	—	—	—		
ical and factory				—	—	—	—	—	—	—		
3.3	7447	116 8	—									

	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Re
926-00	—	—	49 0	Elinett (525 Golden) Satin aerosol 75g	43 0	23 8	6 11	Fe-cap C (824 MCP) capsules	30	8 6ea	—
923-00	—	—	23 0	Emotion (596 HR) dusting powder 6708	—	—	35 0	capsules	1000	200 0ea	—
eau de toilette 931-00	—	—	68 0	eau de parfum 6502	—	—	34 0	Fe-cap folic (824 MCP) capsules	30	7 6ea	—
deodorant liquid 919-00	—	—	13 0	spray 6501	—	—	50 0	capsules	500	75 6ea	—
aerosol 918-00	—	—	28 0	hand and body lotion	—	—	24 0	Feedrite (454 Feedrite) existing entry	2500	333 4ea	—
roll-on 935-00	—	—	13 0	6844	—	—	147 0	Feedrite (454 Feedrite) (distributors 1349 LW)	30	—	—
cream 920-00	—	—	15 0	parfum 6612	—	—	47 0	feeders insulated	500	—	—
hair spray 938-00	—	—	25 0	parfum creme 6533	—	—	45 0	complete	—	—	—
hair tonic 936-00	—	—	28 0	perfume spray 6610	—	—	30 0	Supreme	—	—	—
hair cream 933-00	—	—	15 0	soap (3) 6883	—	—	19 6	(wide mouth)	76 0	—	—
pre-electric shave lotion 916-00	—	—	19 0	talcum 6733	—	—	—	(narrow mouth)	68 0	—	—
lotion 917-00	—	—	35 0	Energen (1114 SEF) rye crispbread 4oz	19 0	—	1 11	stoppers	4 0	—	—
shaving cream 905-00	—	—	15 0	savory crispbread 3oz	20 8	—	2 1	teats anti-colic for	—	—	—
shaving cream foam 903-00	—	—	17 0	wheat crispbread 4oz	19 0	—	1 11	narrow necks	6 8	—	—
soap hand bath 921-00	—	—	10 0	wheat flakes 8oz	26 5	—	2 8	wide necks	8 0	—	—
soap hand in dish 922-00	—	—	14 0	digestive biscuits 5oz	16 10	—	2 0	food and bath	—	—	—
921-23	—	—	14 0	Eno's Fruit Salts (104 BP)	—	—	—	thermometers	77 4	—	—
weekender 323-00	—	—	34 0	22 11	8 5	3 2	Felice (76 Atkinson)	—	—	—	
gift box 940-00	—	—	45 0	30 9	11 4	4 3	parfum de toilette	—	—	—	
943-62	—	—	105 0	50 8	18 7	7 0	mini mist	97 6	53 7	16	
915-00	—	—	135 0	Entroquin (312 AC)†DDI tablets 20	23 0	8 5	3 9	Femfresh (47 Anestan)	—	—	—
945-00	—	—	190 0	Ephazone (47 Anestan)	—	—	—	Femfresh (325 C-A)	—	—	—
milky liquid cleanser 202-72	—	—	22 0	Ephazone (325 C-A)	—	—	—	Fenjal (1113 5 & 8) "Classic"	—	—	—
202-56	—	—	17 0	Epontol (452 FBA) ampoules 10ml	5	12 0ea	—	creme bath 231cc	220 1	111 1	34
202-80	—	—	28 0	25	54 0ea	—	"Fresh"	creme bath 21cc	27 1	13 8	4
202-81	—	—	50 0	Epsikapron (678 Kabi) (distributors 1545 Vestric)	—	—	—	98cc	107 0	54 0	16
moisture cream 103-01	—	—	16 0	injection 40% 10 ml×6	36	8ea	—	Fergluvite (17 Agprolin) tablets 100	—	4 6ea	—
moisture oil 209-55	—	—	12 0	powder 50% sachet 30	48	8ea	—	Fibrosine (655 ICC) balm	28 3	10 4	4
209-59	—	—	26 0	syrup 30% 250 ml	42	9ea	—	Fiesta (153 85C) 25 case minimum order towels 1-roll	33 8	4 8	2
nail lacquer 345-00	—	—	11 0	Erace (813 MF) plus	62 0	32 5	10 5	2-roll	(2 doz)	(2 doz)	3
345-01	—	—	13 6	Erasmic (509 Gibbs) Superfoam aerosol	38 8	14 2	5 6	Firmo-Lift (60 Arden) treatment lotion	204.57	—	—
silverings 346-00	—	—	13 6	Estee Lauder (425 ELC) eye products	—	—	—	oil	204.65	—	—
remover 343-62	—	—	8 0	eyebrow cake	—	—	—	210.55	—	—	28
orange skin food 113-01	—	—	17 0	eye drops	—	—	—	210.59	—	—	52
113-02	—	—	28 0	eyelash night creme	—	—	—	Flagyl (971, PSM8) Compak TS	20 0ea	—	30
113-04	—	—	45 0	roll-on	—	—	—	Flawless (256 CPL) cream	33 8	17 2	5
113-08	—	—	75 0	eyelid foundation	—	—	—	Fleeting Moment (480 FP) existing entry	—	—	—
113-16	—	—	125 0	eyelid liner cake	—	—	—	Fleeting Moment (368 Douek) perfume	1oz	18 6ea	10 2ea
perfect finish 421-00	—	—	34 0	liquid	—	—	—	1/2oz	34 0ea	18 8ea	40
pore cream 115-01	—	—	17 0	eyelid shadow pressed	—	—	—	1/2oz	56 0ea	30 9ea	73
115-28	—	—	12 0	solid creme	—	—	—	1oz	89 0ea	48 1lea	190
puff for invisible veil compact 783-01	—	—	4 0	eye make-up finishers	—	—	—	2oz	140 0ea	77 0ea	300
rouge cream 602-00	—	—	16 0	remover liquid	—	—	—	4oz	223 0ea	122 8ea	480
Sequa				remover pads	—	—	—	Floradix (1034 R & P) bio elixir	—	—	30
moisture soap				lash lengthening	—	—	—	12oz	—	—	—
sea bath foaming				mascara cake	—	—	—	Floris (468 F) creme de lys	—	—	13
sea dust				roll-on	—	—	—	—	—	—	25
spray				under eye primer	—	—	—	Fluggelin (1034 R & P) existing entry	—	—	—
sea emollient				stick	—	—	—	Fluggelin (1034 R & P) 8oz	—	—	9
sea fluff				Azuree	—	—	—	16oz	—	—	17
sea gelee				bath crystals 16oz	—	—	—	4lb	—	—	68
sea smooth lotion				Estrovis (1310 WW)†48 tablets	2	162 0	—	Fontarel (472 Fontarel) facial dew	3 1/2oz	—	35
sea salts				D	—	—	—	Fontarella	—	—	—
sea splash				Eucalyptine (115 Bengue)	—	—	—	cleansing milk	—	—	21
sensitive skin cream				Eurax (501 Geigy)	—	—	—	cream	—	—	25
shampoo egg fluff 313-83	—	—	14 0	lotion 150ml	79 0	—	9 11	derma-cream	—	—	25
skin tonic glass 208-69	—	—	17 0	60 and 120ml	—	—	D	derma-foam	—	—	25
208-79	—	—	34 0	Ever Ready (964 Personna)	4	46 0	16 11	derma-tonic	110ml	—	21
208-81	—	—	64 0	razor blades	(24pkts)	—	3 7	tonic	118ml	—	21
208-82	—	—	90 0	stainless single edge	—	—	—	Ormarin	—	—	56
lightweight 208-56	—	—	17 0	razor set Peerless	—	—	—	eau de toilette	240ml	—	56
208-80	—	—	34 0	Eve Reve (Rigaud (47 Anestan)	—	—	—	foam bath	500ml	—	56
208-96	—	—	90 0	Eve Reve (Rigaud (325 C-A)	—	—	—	satin lotion	193ml	—	56
soothing lotion 203-00	—	—	14 0	Exmarid (441 Exrid)	200ml	2 8ea	1 0ea	snow milk	3 1/2oz	—	30
spatula 789-00	—	—	4 0	lotion 6oz	—	—	—	treatment cream stick	—	—	50
special astringent 201-59	—	—	19 0	D	—	—	—	tube	1oz	—	30
201-69	—	—	32 0	Eabay (1010 P & G)	54 2	19 4	1 2	Freezone (655 ICC) corn remover	21 2	7 9	3
201-76	—	—	47 0	soap complexion	(6doz)	—	—	Freflo (1349 LW) existing entry	—	—	—
special eye cream 361-02	—	—	17 0	bath	56 11	20 4	1 10	Freflo (1349 LW) feeding bottles wide	—	—	—
361-01	—	—	12 0	family	(4doz)	—	2 4	neck	—	—	—
special hormone cream 121-01	—	—	45 0	—	—	—	polythene with	teat	21 4	—	2
121-02	—	—	75 0	pastilles	23 1	8 3	3 3	4oz	24 8	—	3
spot pruf cream 119-01	—	—	39 0	children's	21 3	7 7	3 0	8oz	—	—	3
sun gelee 701-99	—	—	19 0	syrup †DDI	28 5	10 2	4 0	heat resistant	glass	29 4	—
sunpruf cream 700-99	—	—	17 0	tablets	250	43 4ea	6 3	polycarbonate	4oz	24 8	—
suntan oil 703-61	—	—	15 0	D	—	—	8oz	8oz	31 4	—	3
tooth paste 778-99	—	—	6 0	Fairy (1010 P & G)	54 2	19 4	1 2	feeding bottle set	11 8ea	—	17
top coat 355-65	—	—	12 0	soap	(6doz)	—	—	—	—	—	—
transparent powder 503-00	—	—	34 0	bath	56 11	20 4	1 10	—	—	—	—
compact 504-00	—	—	22 0	family	(4doz)	—	2 4	—	—	—	—
refill 505-00	—	—	15 0	—	—	—	—	—	—	—	—
Ultra Amoretta 402-00	—	—	17 0	Famel (690 Keldon)	27 6	10 10	—	—	—	—	—
vitamin cream 117-01	—	—	19 0	pastilles	23 1	8 3	3 3	—	—	—	—
117-02	—	—	32 0	children's	21 3	7 7	3 0	—	—	—	—
117-04	—	—	52 0	syrup †DDI	28 5	10 2	4 0	—	—	—	—
Elle (47 Anestan)				small	44 4	15 10	6 3	—	—	—	—
Elle (325 C-A)				large	76 10	27 6	10 10	—	—	—	—
Ellimans (414 Ellimans)				family	100ml	33 9	—	—	—	—	—
(distributors 104 BP)				3oz & 8oz	—	—	3 9	—	—	—	—
embrocation royal universal	32 0	11 9	4 5	Fe-cap (824 MCP)	30	6 0ea	—	D	—	—	—
	24 9	9 1	3 5	2500	312	6 6ea	—	—	—	—	—
	32 0	11 9	4 5		—	—	468 9		—	—	—

		Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Retail
Liquidine	0651	—	—	16 0								
mascara												
remover pads	1742	—	—	12 6								
mascara new silk												
long-lash	1713	—	—	19 6								
refill	1714	—	—	12 6								
medicated cream	0601	—	—	16 0								
Natural blush	1830	—	—	42 0								
individual compact												
1831	—	—	—	16 6								
telescopic brush	1835	—	—	25 6								
overnight cream	0201	—	—	16 6								
0202	—	—	—	28 0								
pasteurized cream												
0104	—	—	—	25 0								
0108	—	—	—	40 0								
refining lotion	0322	—	—	14 0								
0324	—	—	—	24 0								
0328	—	—	—	40 0								
rouge cream	1811	—	—	14 0								
liquid	1801	—	—	14 0								
Scimitar long-lash												
1703	—	—	—	25 0								
refill	1704	—	—	16 6								
shampoo												
blonde tone	8542	—	—	10 0								
brunette tone	8552	—	—	10 0								
silk sheen	8512	—	—	9 0								
8514	—	—	—	14 6								
silver tone	8522	—	—	10 0								
silk film	1340	—	—	16 0								
silk highlights	1330	—	—	21 0								
silk leg & body make-up												
skin clearing cream												
0611	—	—	—	16 0								
toning lotion special												
0344	—	—	—	24 0								
0348	—	—	—	40 0								
snow lotion	1434	—	—	16 0								
special pore mask												
0502	—	—	—	17 6								
"stay-long" hair spray	8537/9	—	—	14 6								
sun tan oil	2805	—	—	12 6								
sun tonic	2842	—	—	16 0								
tan in a minute	2834	—	—	16 0								
Town and Country foundation	1451/61	—	—	16 0								
1452	—	—	—	24 0								
Ultra Feminine beauty oil cream	0452	—	—	57 0								
vitamin nail food												
2290	—	—	—	15 0								
washing grains	0672	—	—	12 6								
Water Lily cleansing cream	0114	—	—	25 0								
youthifying eye cream	0604	—	—	16 0								
Hemolac (307 C & G)												
16oz	46 8	—	—	4 5								
Henley (599 Henleys) male incontinence appliance												
complete set												
cotton supporting bag with leg and waist bands												
disposable urine bags (100)												
rubber collar	16 8ea	—	—									
rubber non-return valve	27 6ea	—	—									
rubber rings	14 0ea	—	—									
Heparin (930 P & 8)												
Hermesetas (47 Anestan)												
Hermesetas (325 C-A)												
Heudeberts (1362 PC8)												
Slymbred starch reduced slices	19 6	—	—	2 2								
Hexaphen (295 CM & R) (vet.)	19 6	—	—	2 2								
Iqt.	17 3ea	—	—	23 0								
Hi and Dri (1052 Revlon) spray deodorant	61 6ea	—	—	82 0								
Hi-Fi (813 MF)												
cream mascara	35 4	18 6	6 0									
fluid make-up	38 0	19 10	6 5									
	50 0	26 2	8 5									
Hi-Lift (I246 TYE) honey & yeast tablets												
60	19 6	—	—	2 6								
150	42 0	—	—	5 0								
300	60 0	—	—	7 0								
1000	10 0ea	—	—	15 0								
molasses & yeast tablets												
60	19 6	—	—	2 6								
150	42 0	—	—	5 0								
300	60 0	—	—	7 0								
1000	10 0ea	—	—	15 0								
Timvale (295 CM & R) fly dip												
1gal	38 5ea	—	—	48 0								
2½gal	180 0ea	—	—	225 0								
Hirudoid (I490 IAPS) ointment	14g	4 8ea	—	6 3								
Hydrocortisyl (1087 Roussel) cream/ointment												
1% 15g	—	—	—	D								
1% 5g	—	—	—	D								
1% 15g	—	—	—	D								
injection 25 mg/ml 1ml	—	—	—	D								
Hygroton (501 Geigy) tablets 100 mg	15	—	—	—	D							
Hypnotique (813 MF) bubbling bath fragrance	44 8	15 7	6 11									
dusting powder	94 8	49 6	16 0									
parfum Cologne 2oz	80 0	41 10	13 6									
parfum creme	116 0	60 7	19 7									
perfume phial	59 4	31 0	10 0									
presentation size	127 4	66 6	21 6									
Ibcol (671 Jeyes) disinfectant medium giant economy extra	16 11	—	1 10									
5gal	23 4	—	2 7									
1gal	34 11	—	3 10									
5gal	61 8ea	—	79 4									
Ichthopaste (1115 5 & N) zinc and ichthammal bandage 3½×6yd	40 11	—	4 9									
Ilford (645 Ilford) films black and white FP4 5elochrome ID-II developer 110cc Ilfofix PQ universal developer ID-II developer	126	36 0	20 0	6 0								
	126	—	—	—	D							
	126	2 8ea	—	4 0								
	11	4 0ea	—	6 0								
	7 0ea	—	—	10 6	D							
Ilonium (1575 Ilon) 100g 450g	8 0ea	2 11ea	—	—								
Ilosone (413 Lilly) 450mg	32 0ea	11 9ea	—	—	D							
Ilotycin (413 Lilly) suspension	—	—	—	—	D							
Immac (655 ICC) hair remover aerosol sachet	153 11	84 8	25 0									
Imuran (208 BW) tablets 100mg	11 9	6 6	1 11									
Inco (1073 Robinson) pads	10	5 8ea	—	7 9								
Indocid (837 M5D) t548 capsules 50 mg	100	75 0ea	—	112 6								
Inecto (1028 Rapidol) colour creme ‡	57 0	31 0	9 8									
cream bleach	60 0	33 0	10 3									
cream hair lightener	27 0	15 0	4 7									
four-in-one ‡	43 0	24 0	7 4									
hair colour stain remover	94 0	52 0	16 1									
remover	36 0	20 0	6 2									
Hair Magic	36 0	20 0	6 2									
Hi-lift	36 0	20 0	6 2									
Hint of a Tint shampoo	9 1	5 0	1 6									
medicated	9 1	5 0	1 6									
Innoxa (654 Innoxa) eye collection mascara brush-on refill	—	—	15 0									
mascara block pencil	—	—	10 0									
shadow gleam eye shadow	—	—	5 0									
shadow soft powder shadow	—	—	8 5									
dual compact	—	—	7 7									
liner cake with brush	—	—	12 0									
liner liquid with brush	—	—	7 7									
cleansing milk large coverstick 41	—	—	23 1									
cream satin	—	—	9 2									
satin bloom	—	—	9 2									
mascara cream Sunplay lotion	—	—	—	D								
Intimate (1052 Revlon) diamond facet spray	4706	—	45 0	1								
dusting powder	0364	—	37 6									
lotion	0372	—	15 0									
m												

	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Retail	
soap twin pack	—	—	8 0		Lion (205 Burgess) ointment	1½oz	21 5	7 10	3 3	Mafu (506 Gerhardt) (distributors 1377 R & A)	—	7 11
talcum	—	—	9 3			3oz	38 0	13 11	5 9	Insecticide strip	10 40	5 11ea 11 9ea
Onyx after shave lotion	—	—	12 9			16oz	11 0ea	4 0ea	17 9		—	15 11
balm	—	—	12 9			36oz	19 6ea	7 2ea	32 3	Ma Griffe (1469 PC) Cologne gift pack	C8111	112 9
brillantine	—	—	19 6		pills	15 7	5 9	2 3	Mandleberg (1287 Vitalam) hot water bottles	112	60 6	
Cologne	—	—	14 6			31 0	11 5	4 7	candlewick covered	90 10	5 sea	
hair dressing	—	—	12 9		Lloyd's (629 HL) adrenaline cream† tube	30g	35 0	—	quilted satin	14 13	2ea lea	
hair cream	—	—	19 6			50g	53 0	—	velour	13 13	lea	
hair lotion without oil	—	—	19 6		L'Onflex (256 CPL) nail polish cream	17 4	8 10	2 9	Manoids (1476 AP & T) tablets	30 70	60 0 100 0	
pre-shave lotion	—	—	12 9			moonstones	23 8	12 1	5 10			
soap toilet (1)	—	—	19 6			polish remover	14 2	7 3	8 6	Marina (786 Macdonald) cosmetic bags and purses	44 46 55 59 60 60 70G 70L	22 0 36 8 15 9 15 9
bath (2)	—	—	4 9		Loranne (261 Christy) splash Cologne	105cc	58 6	32 2	10 0		22 0 36 8 15 9 15 9	
skin moist dry cream	—	—	12 10			210cc	93 8	51 6	16 0	Marmola (800 TM) tablets	29 0	10 8
special skin mousse	—	—	11 6		Lorexane (649 ICI) dusting powder 0-6% (vet.)	100g	24 0	—	D	Mary Quant (876 MP) blush sticks	92 5	50 10
Tiara perfume purse flacon	—	—	12 6			75g	—	—		breathalysers	19 8	7 2
Tweed perfume replica	—	—	21 0		Lotil (451 F & J) skin emulsion	175cc	35 4	13 0	4 6	colour stick	92 5	50 10
purse flacon	—	—	35 0						eye tints	58 6	32 2	
½oz	—	—	33 9		Lotus (903 NPU) splash Cologne	255cc	26 4	14 6	lash colour	92 5	50 10	
½oz	—	—	49 9					refill	64 5	35 5		
atomiser	—	—	78 0		Louis Philippe (386 Douek) lipstick refill	64 0	35 2	10 3	potion perfume	109 3	60 1	
bouquet spray	—	—	60 9					sun face	58 6	32 2		
eau de parfum spray	—	—	22 6		Love Pat (1052 Revlon) tortoise tone fashion case	3275	—	10 0	sun soother	80 9	44 5	
bath foam	—	—	25 0			3274	—	—	sun stick	55 3	30 5	
cream skin perfume	—	—	17 9					topspeed tan	89 8	49 4		
soap guest (5)	—	—	24 3		extra moist fashion case	5566	—	11 6				
toilet (2)	—	—	12 3			5416	—	9 0				
bath	—	—	9 0		Loxon (295 CM & R) liquid (vet.)	1qt	56 3ea	—				
traveller	—	—	7 0			1gal	213 0ea	—		ladies hairbrushes		
cream rouge	—	—	25 9				284 0			socket nylon	9 3ea	
eye shadow cream and stick	—	—	D						bristle	17 0ea		
frosted dusting	—	—	D						bristle & nylon	15 4ea		
golden dusting	—	—	D						handy nylon	14 3ea		
lively lashes	—	—	D						bristle extra	39 5ea		
make-up case de luxe	—	—	D						bristle & nylon	21 8ea		
nail colour	—	—	D						medium	9 3ea		
remover	—	—	D						nylon gentle	17 0ea		
base coat	—	—	D						nylon (universal)	18 9ea		
top coat	—	—	D						bristle extra	54 1ea		
Onyx Cologne spray	—	—	D						bristle & nylon (junior)	19 10ea		
deodorant stick	—	—	D						large	26 2ea		
Royal Rose range	—	—	D						bristle extra	60 2ea		
special hand cream	—	—	D						bristle & nylon (popular)	12 1ea		
Tiara perfume ½ oz	—	—	D						men's military brushes	34 0ea		
Tweed bouquet mist	—	—	D						medium	26 2ea		
parfum solide	—	—	D						nylon (universal)	18 9ea		
Le Dix (Balenciaga (480 FP) (existing entry)	—	—	D						bristle extra	54 1ea		
Le Dix (Balenciaga (386 Douck)	—	—	I						bristle & nylon (junior)	19 10ea		
eau de toilette	1½oz	21 0ea	11 6ea	44 0					large	26 2ea		
	4oz	33 9ea	18 7ea	71 0					bristle extra	60 2ea		
	7oz	55 0ea	30 3ea	115 0					bristle & nylon (popular)	12 1ea		
	15oz	81 0ea	44 6ea	170 0					brushcases leather	34 0ea		
atomiser	32oz	119 0ea	65 5ea	250 0					single	20 0ea		
perfume		43 0ea	23 8ea	90 0					double	25 0ea		
	1½oz	18 6ea	10 2ea	40 0								
	23 0ea	12 10ea	50 0									
	1½oz	34 0ea	18 8ea	73 0								
	½oz	56 0ea	30 9ea	120 0								
	1oz	89 0ea	48 11ea	190 0								
	2oz	140 0ea	77 0ea	300 0								
	4oz	223 0ea	122 8ea	480 0								
atomiser		46 6ea	25 7ea	100 0								
refill		31 8ea	17 5ea	68 0								
talcum	110g	13 2ea	7 3ea	27 6								
Lessmo (1490 IAPS) old pack	37 6	13 9	7 0	D								
Lifebuoy (756 Lever) soap	56 5	20 8	1 3									
	(6 doz)	(6 doz)										
bath	57 11	21 3	1 11									
	(4 doz)	(4 doz)										
family	36 5	13 4	2 5									
	(2 doz)	(2 doz)										
Lilia (761 Lilia- White) sanitary belts	17 11	2 7	2 3									
sanitary towels	6 14 0	—	1 5									
	12 25 7	—	2 7									
Lil-lets (761 Lilia-White) regular	10 22 7	—	2 4									
	20 39 9	—	4 2									
super	10 24 9	—	2 7									
	20 44 8	—	4 8									
super plus	10 27 2	—	2 10									
	20 49 4	—	5 2									
Li-lo (308 Cow) hot water bottles												
Airflow junior	65 0	—	8 3									
double heat	78 0	—	9 9									
standard	81 0	—	10 3									
major	90 0	—	11 3									
sheerline	84 0	—	10 6									
Linomel (1034 R & P) existing entry				D								
Linomel (1034 R & P)	8oz	—	9 0	I								
	16oz	—	17 6									
	4lb	—	68 0									
Mafu (506 Gerhardt) (distributors 1377 R & A)												
Insecticide strip	10 40	—	5 11ea									
	11 9ea	—	—									
Ma Griffe (1469 PC) Cologne gift pack	C8111	—	15 11									
Mandleberg (1287 Vitalam) hot water bottles	112	—	19 6									
candlewick covered	90	—	13 11									
quilted satin	14	—	18 11									
velour	13	—	17 6									
Manoids (1476 AP & T) tablets	30	—	9 6									
	70	—	15 8									
Marina (786 Macdonald) cosmetic bags and purses	44	—	3 6									
	46	—	4 9									
	55	—	9 3									
	59	—	16 3									
	60	—	6 3									
sponge bags	70G	—	6 8									
	70L	—	6 8									
Marmola (800 TM) tablets	29	—	4 6									
Mary Quant (876 MP) blush sticks	92	—	16 6									
breathalysers	19	—	3 6									
colour stick	92	—	16 6									
eye tints	58	—	10 6									
lash colour	92	—	16 6									
refill	64	—	11 6									
potion perfume	109	—	19 6									
sun face	58	—	10 6									
sun soother	80	—	14 6									
sun stick	55	—	14 6									
topspeed tan	89	—	16 0									
Mason Pearson (807 MPB) ladies hairbrushes	9	—	17 5									
bristle	17	—	31 9									
bristle & nylon	15	—	28 1									
handy nylon	14	—	26 8									
bristle extra	39	—	73 7									
bristle & nylon	21	—	40 6									
medium	9	—	31 9									
nylon gentle	17	—	35 0									
nylon (universal)	18	—	35 0									
bristle extra	54	—	101 0									
bristle & nylon (junior)	26	—	48 10									
large	60	—	112 4									
bristle extra	34	—	63 7									
bristle & nylon (popular)	20	—	37 4									
brushcases leather	25	—	46 8									
single	20	—	37 4									
double	25	—	46 8									
Masumi (301 Coty) talcum	375.25	—	12 6									
Matthodorm. (809 M & W) tablets	30	—	9 0									
	100	—	24 0									
	1000	—	225 8									
Maws (810 Maw) babysoft soap	343.01	—	1 3									
Tuffy Tail pads	(20)	—	4 2									
newborn	(10)	—	2 5									
standard	(20)	—	4 7									
	(30)	—	4 7									
	62	—	6 6									
Undercover Girl disposable briefs	23 9	—	11 11									
	(3 doz)	—	2 5									
bikinis	20 3	—	9 9									
	(3 doz)	—	9 9									
Max Factor (£13 MF) astringent lotion	56 8	—	9 7									
bargain in beauty	85 4	—	14 7									
beauty trio	35 4	—	16 0									
cake mascara	24 0	—	12 6									
cake rouge	38 8	—	7 6									
California bronze glosses	44 8	—	7 6									
sun sticks	44 8	—	23									

		Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Reta
bubble bath					Nudit (596 HR)				Pegina (1417 Coraline)			
cognac	Q12	61 0	22 4	9 6	hair remover				indigestion mixture	48 0	17 8	6
dolly	Q7	42 6	15 7	6 7	facial	2061	—	15 6	Pekk (328 CCC)			
gin	Q4	58 0	21 3	9 0	legs	2602	—	15 0	(vet.)	Icwt	205 4ea	— 308
Harry Hare	B1	63 0	23 1	9 9	Nu-Fresh (903 NPU)				Peksol (328 CCC)			
MRN jar	H8	76 0	27 10	11 9	aerosol air freshener	27 4	—	3 5	soluble vitamins			
Pedro	P2	63 0	23 1	9 6	fly killer	27 4	—	3 5	(vet.)	2oz	96 0	— 12
Picasso	P1	42 0	15 5	6 6	Nu-Mist (903 NPU)				20oz	58 8ea	—	88
stem jar	H12	96 0	35 2	15 0	deodorant aerosol	31 6	17 3	5 6	Penetrol (751 LL)			
novelty soaps					Nu-Ray (475 WF)				inhalant	25 9	9 5	4
3 animals	B4	40 0	14 8	6 3	hot water bottles	58 6	—	—	inhaler	19 4	7 1	3
3 tennis balls	L7	69 0	25 3	10 9	Nu-Star (479WF)				Peplax (333 Cupal)			
3 tulips	T1	63 0	23 1	9 6	hot water bottles	55 0	—	—	tablets	25	19 6	6 5
4 dice	L6	38 0	13 11	5 11	Nu-Sun (479 WF)				Peps (1530 Fisons)			
4 golf balls	L5	40 0	14 8	6 3	hot water bottles	55 0	—	—	rolls (3)	20 1	7 4	2
12 golf balls	L4	77 0	28 3	12 0	Nutrinail (485 Fulford)				Pepsodent (509 Gibbs)			
Age o Elegance	W1	67 0	24 7	10 6	refill	31 7	17 4	5 5	toothpaste	13 0	4 9	1
Algy magic rabbit	X1	23 0	8 5	3 6		22 5	12 4	3 10	standard	20 7	7 7	2
Apple for the Teacher	C6	31 0	11 4	4 9	Nutritive tonic (211 Butler)				large			
bath time dolly	Q14	53 0	19 5	8 3	Nymph (1163 Souplex)				Permaware (1412 Jackel) existing entry			
bouquet of 5 carnations	F1	45 0	16 6	6 11	razor	30 0	11 0	5 0	Permaware (1412 Jackel)			
capsules and doll	B9	66 0	24 2	10 3	blades (5)	9 0	3 4	1 6	Nursery Rhyme cup,			
Chitty Chitty Bang Bang	M6	25 0	9 2	3 11	Oblivon (187 B5)				beaker	59 0	£ 1	£
double decker	G41	80 0	29 4	12 6	elixir	500ml			deep plate, flat plate,			
Fleur de Tabac					Odo-Ro-No (256 CPL) existing entry				cereal bowl	62 6	8 7	8
shower	HA2	76 0	27 10	11 9	Odo-Ro-No (256 CPL)				egg cup	29 6	4 1	4
gilt jar/rose soaps	H7	76 0	27 10	11 9	Cologne aerosol	38 0	19 6	5 11	Chicken cup, porringer,	59 0	£ 1	8
gin and lime	Q9	96 0	35 2	15 0	deodorant stick	24 1	12 4	3 9	beaker	62 6	8 7	8
guest roses (6)	G6	55 0	20 2	8 6	unperfumed	25 0	8 6	3 6	non-spill bowl, deep			
hamburger	G4	40 0	14 8	6 3	roll-on	38 1	19 5	5 11	plate			
hand grenade bottle					squeeze pack	29 0	14 10	4 6	egg cup	29 6	4 1	4
hotdog	Q3	58 0	21 3	9 0	Dri Mist anti-perspirant	51 0	26 0	7 11	Personna (964 Personna)			
Koko magic	G5	40 0	14 8	6 3	Oestrosalve (930 P & B)				blades platinum	42 10	15 9	4
poodle	X3	25 6	9 4	3 11	Okasa (47 Anestan)				(20 pkts)	(20 pkts)		
lemon	E8	15 0	5 6	2 4	Okasa (325 C-A)				Petal (153 B5C) 25 case minimum order			
Mickey Mouse series	M1	48 0	17 7	7 6	Olympic (441 F & J)				tissue 2-roll	23 1	—	1
Mini magic cat	X2	25 6	9 4	3 11	Oranabol (971 P5MB)				(1½ doz)			
Music Masters	53	51 0	18 8	7 11	tablets	25 16 Oea	—	—	4-roll	30 9	—	3
owl & pussy cat	B2	54 0	19 9	8 6	100 60 Oea	—			Pifco (983 Pifco) existing entry			
punnets					Orlane (1145 Sirex)				Pifco (983 Pifco)			
3 lemons	D3	45 0	16 6	6 11	eyeliner frosted	—	31 0		baby bottle warmer	987	27 10ea	9 11ea
3 oranges	D2	45 0	16 6	6 11	lipstick agate	—	19 6		bedwarmer	1098	37 3ea	13 4ea
min lemons	D13	55 0	20 2	8 6	Ospolot (452 FBA)				comb'n go	1355	29 7ea	10 7ea
mixed fruit	D17	55 0	20 2	8 6	suspension	100ml	51 0	6 4	facial sauna	1560	74 6ea	26 8ea
orange/lemon	D9	45 0	16 6	6 11	tablets 50mg	50 93 0	—	11 8	grooming set	399	162 7ea	58 2ea
strawberries	D12	55 0	20 2	8 6	250 35 Oea	—	52 6		hair clippers	99	99 Oea	—
rectangular basket					200mg	50 16 Bea	—	25 0	hair curlers	1255	41 5ea	14 10ea
mixed fruit	R2	102 0	37 5	15 6	250 73 1lea	—	110 11		multi curl	1054	20 8ea	7 5ea
roses and doll	B8	51 6	18 10	7 11	Oxynhaler (183 BOC)				lady curl	1077	26 7ea	9 6ea
Rugby ball on rope	L9	42 0	15 5	6 6	oxygen bulbs (5)	18 9ea	—	25 0	vanity curl	1155	29 7ea	10 7ea
sea shells	G1	45 0	16 6	6 11	Pabestrol (930 P & B)				de luxe	1177	29 7ea	50
large shells	G2	45 0	16 6	6 11	ampoules 1mg	—			hair dryers			
mermaid	G3	45 0	16 6	6 11	tablets 0·05, 0·1 and 0·5mg	—			Conquest	1995	99 Sea	35 6ea
capsules	G9	61 0	22 4	9 6	E/C 0·5mg	—			Go-Girl	1170	52 8ea	18 10ea
shells and dolls	B7	51 6	18 10	7 11	Pabirex (1053 Rexall)				trio	1970	60 4	21 7ea
soap mitts	C7/8	48 0	17 7	7 12	diarrhoea mixture	6oz	31 6	11 6½	Hi-speed	1050	73 11ea	25 5ea
soap on rope lemon					suppositories	10 15 8ea	—	4 9	stand	1051	17 1ea	2 3ea
HA3	67 0	24 7	10 6		tablets	10 15 8ea	—	23 6	hood	1054	7 1ea	2 2ea
stem jar pellets	H14	114 0	41 9	17 6		—			threesome	1950	85 9ea	30 8ea
stick basket					family	37 0 13 5	2 5		Princess	1060	58 7ea	20 11ea
lemon	D9B	55 0	20 2	8 6	gold	28 6 10 4	1 3		stand	1061	16 4ea	2 2ea
stopper jar mixed					toilet	29 4 10 8	1 11		ensemble	1960	92 11ea	33 2ea
fruit	H35	88 0	32 2	13 6	bath	—			hood	1064	21 7ea	7 3ea
strawberry	D5B	55 0	20 2	8 6	family	—			beauty outfit	1962	85 9ea	30 8ea
tangerine	D7B	55 0	20 2	8 6	gold	—			Salon	1990	188 8ea	67 5ea
schoolgirl talc/puff	C21	48 0	26 5	7 9	toilet	—			health lamps			
transfers					bath	—			infra red	1029	74 3ea	— 99
Alice in Wonderland	M16	48 0	17 7	7 7	family	—			infradette	1028	66 9ea	— 89
Ford car	M3	108 0	39 7	16 6	gold	—			intrapower	1007	77 3ea	— 103
Flying machines	M7	48 0	17 7	7 9	toilet	—			standard	1008	89 3ea	— 119
Toulouse Lautrec					bath	—			senior	1025	117 8ea	42 1ea
M30	55 0	20 2	8 6	family	—			Mignon	1022	235 11ea	84 5ea	
Veteran Cars	M4	48 0	17 7	7 6	gold	—			carbons, cerium,			
Winnie the Pooh	M5	48 0	17 7	7 6	toilet	—			solid negative			
Troika	G26	121 0	44 4	19 6	bath	—			ultra iron	1 10ea	—	2
wood crate					family	—			tungsten	2 5ea	—	3
lemons	E4	121 0	44 4	18 9	gold	—			heating pad	1293	63 4ea	22 7ea
mixed fruit	E3	121 0	44 4	18 9	toilet	—			Queen curl roller set	1555	118 0ea	42 2ea
oranges	E5	121 0	44 4	18 9	bath	—			electric blankets			
Noshine (60 Arden)	207-51	—	—	12 0	family	—			New Favourite			
No-Slip (608 Hinders)					gold	—			single	8401	56 9ea	20 4ea
hose saver	pr.	16 9	2 3	—	toilet	—			double	8402	74 6ea	26 8ea
Notensil (1530 Fisons)					bath	—			Nitetime			
Novarsenobillon (971 P5MB)					family	—			single	6401	58 7ea	20 11ea
Noveril (1303 Wander)					gold	—			three heat	6431	70 5ea	25 2ea
tablets	100	30 0ea	—	45 0	toilet	—			double	6402	82 2ea	29 5ea
No-Vice (328 CCC)					bath	—			three heat	6432	94 0ea	33 8ea
aerosol (vet.)		14 8ea	—	22 0	family	—			Rest-time			
N.P.U. (903 NPU)					gold	—			single	6403	70 5ea	25 2ea
hot water bottles					toilet	—			three heat	6433	90 6ea	32 4ea
Cosy	57 0	—	—	6 9	bath	—			double	6404	99 7ea	34 11ea
Meteor	68 0	—	—	8 6	family	—			three heat	6434	117 8ea	42 1ea
Petal	76 0	—	—	9 6	gold	—			Startime			
Super heat	74 0	—	—	9 3	toilet	—			single	6405	79 10ea	28 6ea
Vulcan	80 0	—	—	10 0	bath	—			double	6406	117 8ea	42 1ea
Twin Heat	84 0	—	—	10 6	family	—			double dual	6426	141 4ea	50 7ea
Everwarm	92 0	—	—	11 6	gold	—			Razorlite mirror	1648	19 6ea	7 0ea
De Luxe	I32 0	—	—	16 6	toilet	—			Shaverlite mirror	1650	29 0ea	10 4ea
Nudame (328 CCC)					bath	—			vibratory massager	1556	70 5ea	25 2ea
(vet.)	12×1oz	38 4ea	—	57 6	family	—				1556	70 5ea	25 2ea
Phenolaine (974 PC) existing entry					gold	—			Phenolaine (974 PC)			
					toilet	—			Phenolaine (974 PC)			
					bath	—			ear drops	20ml	30 0	12 0
					family	—			eye drops	10ml	36 0	— 4
					gold	—			pure	100ml	72 0	— 9
					toilet	—			4ml	12 6ea	—	

	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Retail
asic (104 BP) lets	20	21 9	8 0	3 0	Polyfair (721 LC) cream shampoo	45 5	23 9	7 6	Pulmo Bailey (115 Bengue) †DDI 500cc	16 4ea	—
	50	42 3	15 6	5 10	Polyherb (721 LC) vials	12 4	4 4	1 10	2l 58 Oea	—	—
strip 6	100	69 5	25 6	9 7	Polyset (721 LC) existing entry	D			16oz & 80oz	—	— D
	21 9	8 0	1 0	Polyset (721 LC) vials	12 0	6 3	2 0	Puraseptic (1008 Pritchard) 2oz	13 4	4 10	
(3doz)	48	—	—	bottles 78cc	29 9	15 7	5 0	8oz	28 6	10 2	
				Polytint (721 LC)†	49 5	25 10	8 2	Pure Magic (813 MF)			
ps (977 PE) lishave shavers				Pondets (1352 Wyeth) Ponds (256 CPL) cold cream	D			astringent	60 0	31 4	
luxle HP1112	124	2ea	45 6ea	210 0	jar 16g	16 10	8 7	10 1	cake make-up	68 8	35 11
pecial HP1109	105	6ea	38 8ea	178 5	42g	34 9	17 9	11 7	clear up cream	54 0	28 3
compact HP1204	74	6ea	26 8ea	126 0	90g	55 4	28 2	9 1	compact powder	82 8	43 2
od hair dryer 4606ZS	93	2ea	33 4ea	157 6	195g	98 0	50 0	13 11	cover up stick	68 8	35 11
d model				tube 17g	18 5	9 5	11 7	cleanser	61 4	32 1	
erine (1082 RKO)				dry skin cream jar 16g	16 10	8 7	10 4	liquid make-up	50 8	26 6	
ferine (109 Schweppe's)				42g	34 9	17 9	8 7	normalising pads	88 0	46 0	
ferine (104 BP) liquid	21 9	8 0	3 0	90g	55 4	28 2	14 10	Puro Pine (1008 Pritchard)			
lets	42 3	15 6	5 10	dry skin lotion 18cc	18 5	9 5		disinfectant large	10 6	—	
				46cc	34 9	17 9		340ml	16 0	—	
				78cc	55 4	28 2		1gal	11 3ea	—	
ax (1268 V & C) chemicals				dusting powder	61 2	31 2		Purosan (1008 Pritchard)			
quaflo				Dream Flower				disinfectant large	13 6	—	
openpol				moisturizing foundation				giant	22 6	—	
romisol				cream	16 10	8 7		1gal	12 11ea	—	
xciter developer				16g	34 9	17 9		Quadrille (Balenciaga (480 FP) existing entry	D		
naquol				42g	34 9	17 9		Quadrille Balenciaga (386 Douek)			
S-I				talcum Dream Flower				eau de toilette 1/2oz	21 0ea	11 6ea	
ydricol				78g	20 11	10 8		4oz	33 9ea	18 7ea	
stafix				220g	41 10	21 4		7oz	55 0ea	30 3ea	
stant hypo				vanishing cream	16g	16 10		15oz	81 0ea	44 6ea	
aragol				42g	34 9	17 9		32oz	119 0ea	65 5ea	
ro-Gloss				90g	55 4	28 2		atomiser	43 0ea	23 8ea	
estrainer				Portia (1160 Solport)				perfume	18 6ea	10 2ea	
liocheck				animal wool	1/2oz	9 6		1/2oz	23 4ea	12 10ea	
oughener				1oz	17 6	—		1/2oz	34 0ea	18 8ea	
niquett				2oz	29 0	—		1/2oz	56 0ea	30 9ea	
opia (980 Photopia) oculars ZCF				8oz	92 0	—		1oz	89 0ea	48 11ea	
3x30	140	8ea	8 3ea	16oz	16 0ea	—		2oz	140 0ea	77 0ea	
7x35	145	6ea	8 3ea	D57	72 0	—		4oz	223 0ea	122 8ea	
8x40	151	8ea	8 3ea	D60	156 0	—		atomiser	46 6ea	25 7ea	
7x50	175	8ea	8 3ea	blackhead remover	7 9	4 3		refill	31 8ea	17 5ea	
0x50	181	2ea	8 3ea	caustic pencils	17 0	—		talcum	13 2ea	7 3ea	
2x50	195	2ea	8 3ea	iodine brushes loose	5 2	—		Q.T. (255 Chembro)			
6x50	197	2ea	8 3ea	carded	5 6	—		tanning lotion small	54 2	29 9	
0x50	205	8ea	8 3ea	nail brush	B518	28 0		large	90 6	49 9	
7x35 w/a	219	10ea	16 0ea	B519	22 6	8 3		shade	46 10	25 9	
3x40 w/a	242	4ea	16 0ea	B516	33 6	12 3		aerosol foam	90 6	49 9	
posure meter				pumice stone (mouse)	14 6	7 11		Q-Tips (256 CPL)			
d SII	48	10ea	25 9ea	styptic pencils carded	7 9	4 3		cotton swabs 18	10 4	—	
ge finder	51	2ea	27 1ea	3in labelled and cello	17 0	—		54	24 6	—	
se	6	0ea	3 2ea	wrapped D1660C	4 8	1 8		108	34 10	—	
losan (104 BP)	42 8	—	4 7	2in. in plastic case	13 3	4 0		Quickies (451 F & J)			
	69 0	—	7 5	D1663C	7 3	—		14 2	7 10	2 5	
I35 8	—	14 7	sunglass case clip-top	38 0	13 11		21 0	11 7	3 7		
Iles (982 Pickles)			Potter & Moore (994 P & M)	30 0	16 6		jar	37 6	20 8	6 5	
olman	20 6	11 3	smelling salts lavender	30 0	—		all day pads	16 7	9 2	2 10	
spur	16 0	5 10	Precontisyol (1087 Roussel)				cream pads	14 2	7 10	2 5	
fflebab	11 0	4 1	tablets 5mg	30	—		eye make-up remover	14 2	7 10	2 5	
ologne	20 6	11 3	suppositories 5mg	10	8 9ea		small	27 10	15 0	4 9	
olstick	—	—	6	—	—		nail varnish remover	27 10	15 0	4 9	
nter balm	—	—	Preparation "H" (655 ICC)	34 8	12 9		sun tan lotion pads	27 10	15 0	4 9	
ene (985 Pilogene)			ointment standard	48 3	17 8		oil pads	27 10	15 0	4 9	
omorrhoid compound	50g	45 0	suppositories	12	6 10		Quix (608 Hinders)				
ol (333 Cupal)	45 0	16 6	Prevention (1087 Roussel)				heel grips	14 0	1 11	—	
ior soluble aspirin	14 6	4 9	Primitif (813 MF)				de luxe	8 3	—	—	
ox (372 De Witt)	14 6	4 9	bubbling bath				standard	15 3	2 1	—	
up 100ml	40 0	—	fragrance	44 8	15 7		sponge rubber pr.				
i. (1467 AP & T)	30	55 0	dusting powder	94 8	49 6		Quosh (103 Beecham)				
sules	30	49 0	parfum creme	116 0	60 7		raspberry	26 10	5 11	3 9½	
s	30	49 0	parfum Cologne	80 0	41 10		* Includes 3d for container				
. pills	30	45 0	perfume phial	59 4	31 0		Racalav (1022 Racasan)	9 4	—	1 2	
tra strong	30	50 0	presentation size	127 4	66 6		toilet tablets	16 0	—	2 0	
103 Beecham)	27 0	18 4	Prichards (1008 Pritchard)	20 0	—		Racapan (1022 Racasan)				
on juice	27 0	6 0	cooling powders	30 0	11 0		sanitary blocks	12 0	—	1 6	
large	46 10	10 4	45	53 0	19 5		Racasan (1022 Racasan)	63 0	—	7 0	
			45	53 0	19 5	channel block	95 0	—	10 6		
			100	105 0	38 6	sanitary fluid ‡	158 0	—	17 6		
			DDT spray-a-mist	20 0	—	lamps					
			8oz	17 9	—	infra-red/radiant heat					
			15oz	30 0	—	No. ICI	72 0ea	—	102 0		
			powder puffer drum	16 6	—	No. 101	72 0ea	—	102 0		
			junior aspirins	18	5 0	No. 101	78 0ea	—	110 0		
			25	8 0	1 10	infra-red/radiant heat	No. 102	92 0ea	—		
			35	8 9	1 2	No. 102	92 0ea	—	130 0		
			junior pills	20	9 11	250w infra-red	No. 102	92 0ea	—		
			30	9 11	3 8	No. 102	98 0ea	—	138 0		
			45	9 11	1 6	450w infra-red	No. 102	98 0ea	—		
			100	105 0	—	No. 102	207 0ea	—	130 0		
			DDT spray-a-mist	20 0	—	450w infra-red	No. 103	98 0ea	—		
			8oz	17 9	—	No. 103	207 0ea	—	138 0		
			15oz	30 0	—	450w infra-red	No. 104	213 0ea	—		
			powder puffer drum	16 6	—	No. 104	213 0ea	—	301		
			junior aspirins	18	5 0	450w infra-red	No. 104	14 6	4 9		
			25	8 0	1 10	No. 104	15 6	5 1	2 9		
			35	8 9	1 2	450w infra-red	No. 104	19 6	6 5	3 0	
			junior pills	20	9 11	No. 104	20 7	4 4	2 0		
			30	9 11	3 8	Rayglo (333 Cupal)	14 6	4 9	2 3		
			45	9 11	1 6	chest rub	15 6	5 1	2 9		
			50	9 11	—	laxative tablets	19 6	6 5	3 0		
			65	9 11	—	toothache tincture †	20 7	4 4	2 0		
			80	9 11	—	worm elixir	25 9	4 4	2 0		
			95	9 11	—						
			110	9 11	—						
			125	9 11	—						
			140	9 11	—						
			155	9 11	—						
			170	9 11	—						
			185	9 11	—						
			200	9 11	—						
			215	9 11	—						
			230	9 11	—						
			245	9 11	—						
			260	9 11	—						
			275	9 11	—						
			290	9 11	—						
			305	9 11	—						
			320	9 11	—						
			335	9 11	—						
			350	9 11	—						
			365	9 11	—						
			380	9 11	—						
			395	9 11	—						
			410	9 11	—						
			425	9 11	—						
			440	9 11	—						
			455	9 11	—						
			470	9 11	—						
			485	9 11	—						
			500	9 11	—						
			515	9 11	—						
			530	9 11	—						
			545	9 11	—						
			560	9 11	—						

Trade	Tax	Retail	D	Trade	Tax	Retail	Trade	Tax	Retail
Rayvit (1034 R & P) existing entry				Reponex (809 M & W) tablets	100	5 0ea	—	9 0	Rexall (1053 Rexall)
Rayvit (1034 R & P) bonemeal plus tablets				Resochin (452 FBA) tablets	100	16 11ea	—	25 4	acne cleansing lotion
150	—	—	7 6	Revlon (1052 Revlon) Adheron 0201	—	—	—	9 0	lotion 100ml
600	—	—	25 0	anti-perspirant 0724	—	—	—	18 0	treatment cream 25g
brewers yeast tablets				Aquamarine dusting powder 0429	—	—	34 6	bone and nerve liniment 110ml	
200	—	—	6 0	lotion 5155	—	—	10 0	220ml	
600	—	—	16 0	shampoo	—	—	12 0	brewers yeast tablets	
carob flour 8oz	—	—	8 6	tinted and bleached 0274	—	—	12 6	60 24 6	
comfrey tablets 150	—	—	9 0	soap 0730	—	—	16 0	120 37 6	
flour 4oz	—	—	32 0	Blondsilk lotion lightener 5357	—	—	21 0	250 62 0	
1lb	—	—	5 6	Blue Mist hair spray 5169	—	—	17 0	with iron 60 24 6	
garlic perles 60	—	—	19 6	Blush On tortoise tone kit 5694	—	—	38 6	120 37 6	
200	—	—	6 0	refill 5755	—	—	15 6	brightener toothpaste 150g	
halibut oil capsules 125	—	—	17 6	0755	—	—	10 0	bronchial and catarrh syrup tDDI 125ml	
450	—	—	7 6	Bronze Lustre lotion normal skins	—	—	—	250ml 21 0 7 8½ 3	
krauterkraft tablets 60	—	—	24 0	sensitive skins 5013	—	—	13 6	cherry bark cough syrup 125ml 21 0 7 8½ 3	
lecithin capsules 150	—	—	12 0	tanning normal 5124	—	—	15 6	childs cough mixture 125ml 21 0 7 8½ 3	
500	—	—	11 6	sensitive 5166	—	—	12 6	corn-wart application 17 0 6 2½ 2	
molasses and yeast 250	—	—	33 6	Colour Silk 0259	—	—	13 6	rubber gloves lined 26 6 3 8 3	
850	—	—	9 0	cuticle gelee 5267	—	—	21 0	unlined 19 0 2 7 2	
proteolised liver tablets 50	—	—	28 6	cuticle massage cream 0240	—	—	15 0	tooth tincture 17 0 6 2½ 2	
200	—	—	6 6	remover cream 0241	—	—	12 0	zinc & castor oil cream 20 0 —	
rose-hip tablets 120	—	—	23 6	Eyemakers a la Corte cake mascara 2206	—	—	12 6	Rexpel (1053 Rexall)	
450	—	—	10 0	refill 2210	—	—	13 0	worm syrup 28cc 23 0 —	
safflower oil capsules 50	—	—	31 0	eye make-up remover pads 5123	—	—	7 0	114cc 56 6 —	
savory spread 4oz	—	—	11 6	fine line eyebrow pencil refill 0380	—	—	—	Ribena (103 Beecham)	
seaweed tablets 150	—	—	5 0	Firma Nail 0279	—	—	12 0	blackcurrant drink standard 32 3 7 2 4	
500	—	—	7 0	Flex cream 0288	—	—	12 6	family 45 11 10 2 5	
sunflower oil 1pt	—	—	19 6	lotion 0289	—	—	—	* includes 4d for contain	
½ gal	—	—	7 6	frosted prolife 0222	—	—	13 0	Ricotiv (211 Butler)	
vitamin D capsules 45	—	—	25 0	lip blushers 0519	—	—	7 0	1 21 30 Oea — 45	
160	—	—	6 0	lip liner 0309	—	—	—	Rite Diet (1545 Vestric)	
vitamin E capsules 30iu	—	—	20 0	lipstick lustrous 5165	—	—	12 0	Rite Diet (1440 WFV)	
40	—	—	7 0	frosted translucent 5171	—	—	12 6	diabetic fruit cake 14oz 6 3ea — 8	
150	—	—	23 6	Living Curl nail cream 0301	—	—	15 6	gluten free products flour 28x1lb 68 0ea —	
100iu	—	—	13 6	non-smear remover 0419	—	—	10 0	4x7lb 63 0ea —	
150	—	—	44 6	non-smudge remover 5009	—	—	—	plain sweet biscuits 5½oz 2 2ea —	
wheat germ capsules 70	—	—	6 0	quick dry 0487	—	—	6 0	protein free products flour 28x1lb 82 0ea —	
250	—	—	19 6	Renaissance Clean & Clear extra dry 5047	—	—	8 0	4x7lb 72 0ea —	
Regula (980 Photopia) cameras				regular 5048	—	—	—	gluten free/protein free bread 8oz 2 8ea —	
Diplomat C kit	73	10ea	39 3ea 150 0	for dry skin 5197	—	—	18 0	Robinson's (285 Colman)	
Insta King electronic	88	2ea	46 9ea 179 0	Clean & Regular 5046	—	—	26 0	barley cereal	
Olymotic IA	124	58	8ea 31 0ea 119 0	Eterna 27 cream 5041	—	—	15 0	low calorie drinks	
Sprintic C kit	271	0ea	143 6ea 550 0	cleansing formula 5521	—	—	57 0	patent groats	
Sprinty C kit	330	2ea	174 9ea 670 0	facial mask 5520	—	—	25 0	triple strength drinks	
Sprinty BC kit	221	8ea	117 6ea 450 0	super emollient cream 5524	—	—	38 0	sweet corn cereal	
flashguns MK	260	6ea	138 3ea 529 0	toning formula 5522	—	—	63 0	Rodine (1047 Rentokil)	
FS	113	4ea	60 0ea 230 0	Liquid Asset 5075	—	—	30 0	mouse bait sachet 12 0 —	
FP	171	4ea	91 0ea 348 0	5076	—	—	18 0	rat bait sachet 24 0 —	
FM	182	4ea	96 6ea 370 0	Moon Drops balm 5068	—	—	28 0	large 64 0 —	
case	240	4ea	127 6ea 488 0	5069	—	—	17 0	7lb 13 4ea —	
Reguletts (333 Cupal) laxative tablets	38	10ea	20 9ea 79 0	demi active face rinse 31 0	—	—	22 0	14lb 25 0ea —	
carton 30	19	2ea	10 3ea 39 0	base bronze 36 0	—	—	26 0	28lb 43 0ea —	
tin 12	10	9	6 5	blushing powder 44 0	—	—	15 0	56lb 74 8ea —	
36	19	6	3 5	refill 15 0	—	—	37 0	Roger & Gallet (1076 R & G)	
Remington (1044 R) shavers				face powder 31 0	—	—	57 0	bath cubes (6) 4 6ea 2 6ea 11	
GT with pouch	76	10ea	27 0ea 130 0	flowing creme 26 0	—	—	18 0	Cologne black label	
Rennie (893 Nicholas) tablets	12	24 11 (3doz)	8 5 (3doz)	lipstick 16 0	—	—	18 0	1015 3 3ea 1 9ea 8	
25	28 9	9 9	2 0	Luminesque eyeliner 25 0	—	—	1066 5 6ea 3 0ea 13		
50	25 0	8 6	3 6	eyeshadow 14 0	—	—	1016 10 0ea 5 6ea 23		
100	39 3	13 4	5 6	pressed powder refill 34 0	—	—	1017 18 6ea 10 3ea 45		
Rentokil (1047 Rentokil) bird repellent				stuffing cleanser 21 0	—	—	1018 33 9ea 18 6ea 80		
cream polish ½ pt	—	—	10 0	emollient cleansing cream 5062	—	—	extra old 1190 4 3ea 2 3ea 32		
dry rot fluid ½ gal	—	—	5 0	5053	—	—	1000 7 0ea 3 9ea 16		
Insectrol aerosol 20oz moth proofer aerosol	—	—	40 0	5073	—	—	1001 11 9ea 6 3ea 28		
20oz wood preservative 1qt	—	—	24 6	lipstick 5188	—	—	6047 13 6ea 7 6ea 32		
woodworm fluid 5gal	—	—	38 0	moisture cleanser 5045	—	—	1002 22 6ea 12 1ea 54		
aerosol quick drying 6oz	—	—	170 0	5074	—	—	talcum 5 3ea 2 9ea 12		
1qt	—	—	17 6	night cream 5063	—	—	10 bath 6 3ea 3 6ea 15		
5gal	—	—	17 6	toning lotion 5049	—	—	20 bath 10 6ea 5 9ea 25		
junior injector	—	—	5 9	5050	—	—	men's range		
				under make-up moisture base 5070	—	—	Tenax hair cream 4 0ea 2 3ea 9		
				Satin Set 5011	—	—	Rondase (179 BDH)		
				Silken Net 0865	—	—	Rosedale (451 F & J) existing entry		
				solvent 0427	—	—	bubble bath sachets 280cc 6 6 2 5 1		
				Sunnyside Up 0142	—	—	Cologne 22 0 12 1 3		
				Super Natural 0228	—	—	day fresh 26 0 — 3		
				Supersealer 2220	—	—	hair sprays lacquer aerosol 127g 23 5 12 11 3 1		
				wonder wear 2220	—	—	190g 35 0 19 3 5 1		
				Z.P.II shampoo 5185	—	—	16oz 51 0 28 1 8 5 2		
					—	—	squeeze bottle refill 22 0 12 1 3		
					—	—	lanospray aerosol 16oz 15 4 8 5 2		
					—	—	squeeze bottle refill 22 0 12 1 3		
					—	—	soft spray aerosol 127g 23 5 12 11 3 1		
					—	—	190g 35 0 19 3 5 1		
						—	crystal clear refill 15 4 8 5 2		
						—	hand cream 18 0 12 1 3		
						—	lavender water 22 0 12 1 3		
						—	pine essence 43 11 24 2 7 4		
						—	shampoo 280cc 22 6 8 3 3 3		
						—	dry puffer pack 20 10 7 8 3		

	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Retail	
's (109 Schweppes)												
juice cordial 20oz	24 9	5 5	3 2	D	Scottowels (153 BSC) 25 case minimum order towels 1-roll	32 7 (2doz)	4 6 (2doz)	2 0	Silvirkri (105 BTD)	24 8	13 7	3 10
bott	—	—	—	D	2-roll	47 9 (1½doz)	6 7 (1½doz)	3 9	standard	38 7	21 3	6 0
malade sugar free	21 5	—	2 6	D	holders	23 4 (1doz)	3 2 (1doz)	3 1	large	38 7	21 3	6 0
½lb					Scotts (1118 RMS) country cookies 6½oz	30 9 (1½doz)	—	2 2	hair cream	27 10	15 4	4 4
(1084 Ross) existing entry				D	Diabisks 7oz	37 2 (1½doz)	—	2 8	hair dressing	29 6	16 3	4 7
(1084 Ross)					ginger nuts 6½oz	30 9 (1½doz)	—	2 2	pure	83 7	46 0	13 0
oculars					Husky 7oz	39 0 (1½doz)	—	2 9	shampoo	16 1	5 11	2 3
Norfolk 8x40	—	—	484 0		medicinal charcoal biscuits 7oz	40 2 (1½doz)	—	2 10	standard economy minibottle	24 4	9 0	3 5
12x40	—	—	670 5		Radiant Health 7oz	28 4 (1½doz)	—	2 0		—	—	D
Chester 9x35	—	—	517 5		Vitality 7oz	28 4 (1½doz)	—	2 0				
Bornwall 16x60	—	—	814 5		Scrubbs (671 Jeyes) ‡ ammonia	19 5	—	2 2				
ectacle 8x35	—	—	710 5		Sebbix (1530 Fisons) shampoo	6 7	2 5	1 0				
Epton 8x30	—	—	951 2		cream sachet	33 10	12 5	5 0				
Leplevon 11x50	—	—	1366 6		herb bottle	6 7	2 5	1 0				
Leprava 9x35	—	—	1001 11		liquid sachet	—	—	—				
Leplux 7x50	—	—	1338 0		Sek (655 ICC) ointment	28 3	10 4	4 0				
ders (967 Petfoods)					Sedacol (1493 Zyma) tablets	20	5 0ea	—				
sweets handy	32 0	6 2	2 0		100	21 10ea	—	7 6				
large	26 7	5 2	3 4		Servicin (1123 SLL) sachets	—	—	—				
Sweden (1412 Jackel) existing entry				D	Setlers (104 BP) rolls	21 9 (2doz)	8 0 (2doz)	3 0 1 2				
Sweden (1412 Jackel)					Seton (1127 Seton) (distributors 93 BJ) Coloset colostomy bags	71 6ea	—	—				
brushes ladies					8in x 5½in (100)	71 6ea	—	—				
111 505	51 0	18 8½	7 11		12in x 4in (100)	71 6ea	—	—				
90; 1984; 1986; 1987; 988; 15244; 15468; 5431; 15461	80 4	29 5½	12 6		12in x 5in (100)	82 6ea	—	—				
471; 15472; 15473	128 6	47 1½	20 0		paediatric urine collectors (100)	55 9ea	—	—				
1; 503	286 0	104 10	44 6		urine drainage bags individually sealed boxes	—	—	—				
7	408 0	149 7	63 6		standard (long tube) (250)	277 6ea	—	—				
brushes men's	472 0	173 1	73 6		(short tube) (250)	277 6ea	—	—				
59; 2060	128 6	47 1½	20 0		non-return valve (250)	328 6ea	—	—				
59B	135 0	49 6	21 0		drainage outlet (250)	607 3ea	—	—				
45	151 0	55 4	23 6		bulk packed boxes standard (long tube) (250)	226 8ea	—	—				
er (1091 Rybar)					(short tube) (250)	226 8ea	—	—				
tic tablets (dogs) 30	18 0	6 7	2 10		non-return valve (250)	277 6ea	—	—				
100	48 0	17 7	7 7		drainage outlet (250)	556 4ea	—	—				
218 Calmic)					Zosacile/o-colostomy bags	—	—	—				
am 30g	53 0	19 5	8 3		Setoplast (1127 Seton) (distributors 93 BJ) waterproof strapping	—	—	—				
ting powder 15g	35 0	12 10	5 5		1in x 5yd	23 0	—	—				
75g	106 0	38 10	16 6		2in x 5yd	38 0	—	—				
15g	34 0	12 5	5 3		3in x 5yd	50 0	—	—				
na (Utermohlen) (386 Douek)					Shadeine (657 IL) (distributors 1363 Alcos)	—	—	—				
con wool in bags					Sheer Genius (813 MF) powder cream	50 8	26 6	8 7				
15g	8 0	—	1 0		Shee-vawn (Melina (1406 SGBP) deodorant creamy skin perfume	—	—	9 6				
36g	14 0	—	1 9		Signal (509 Gibbs) toothpaste standard	19 9	7 3	2 9				
75g	22 0	—	2 9		large	27 8	10 2	3 11				
110g	30 0	—	3 9		economy	39 1	14 4	5 6				
opyrin (1497 PGBL) ts4B					giant	49 9	18 3	7 0				
distributors 1556 Farillon)					Silcot (786 Macdonald) sanitary towels	—	—	—				
positories 10	20	2ea	—		wool size 1	25 7	—	2 9				
nyycin (452 FBA)					2	31 0	—	3 4				
oules 2004g 5	51 10ea	—	77 9		3	35 8	—	3 10				
cogen (1530 Fisons)					4	43 5	—	4 8				
junior	69 11	25 8	9 9		soluble	1 6	12 0	1 3				
standard	131 10	48 4	18 3		12	21 7	—	2 3				
economy	236 0	86 7	32 5		Sil-kini (786 Macdonald) briefs	66 4	9 1	7 1				
family	424 0	155 6	58 6		pads	10 14 0	—	16				
tivitamins 30	60 6	—	7 6		towels	10 18 9	—	20				
60	112 8	—	14 0		Silsan (786 Macdonald) sanitary towels	size 2	26 6	—				
rior	30 38 1	—	4 9		size 1	6 11 2	—	1 2				
100	95 0	—	11 10		soluble	12 21 7	—	2 3				
la (903 NPU)					Spa (1167 Spa) existing entry	—	—	—				
ary towels					Spa (1167 Spa)	—	—	—				
0	25 1	—	2 7		baby brush set	851 49 0	14 8	6 3				
1	27 6	—	2 10		bath brushes	—	—	—				
half pack	15 4	—	1 7		nylon filled	331 36 0	13 3	5 7				
2	31 0	—	3 3		sponge brush	332 36 0	13 3	5 7				
uble	26 2	—	2 8		Mermaid	337 100 0	36 8	15 7				
av (671 Jeyes)					3-piece set	367 276 0	67 5	40 2				
medium	16 11	—	1 10		Dolphin	341 72 0	26 5	11 2				
giant	27 10	—	3 0		sponge brush	340 44 0	16 2	6 10				
d (339 CG)					bath presentation set	351 72 0	26 5	11 2				
bandage B.P.C.					bath rack Atlantis	738 140 0	19 3	19 1				
2in	28 0	—	3 4		bath towel ring	—	—	—				
2½in	33 3	—	4 0		Mermaid	737 160 0	22 0	21 10				
3in	39 2	—	4 7		clothes brushes	—	—	—				
3½in	46 6	—	5 8				—	—				
4in	52 9	—	5 11				—	—				
5in	63 3	—	7 0				—	—				
6in	76 9	—	8 6				—	—				
Flow (813 MF)							—	—				
ium	34 8	18 1	5 10				—	—				
ard	50 0	26 2	8 5				—	—				
-Off (1208 Syn)							—	—				
and cat repellent	56 0	—	7 0				—	—				
at (1220 CT) existing entry				D			—	—				
stomach appliance	44 0	10 0ea	—				—	—				
stomach appliance	40 0	10 0ea	—				—	—				
es	—	—	50 0				—	—				
stic belt	8 0ea	—	10 0				—	—				
m sponge rings	1 7ea	—	2 0				—	—				
stic flange rings	8 5ea	—	10 6				—	—				
stic locking rings	8 5ea	—	10 6				—	—				
ethylene bags (100)	16 0ea	—	20 0				—	—				
l's (Dr.) (1108 SMC)								—	—			
deodorant anti- inspirant	51 0	28 1	8 9					—	—			
spray handbag size	26 0	14 4	4 6					—	—			
ies (153 BSC) 25 case minimum order	44 8	6 2	3 0					—	—			
ies	150	(2doz)	(2doz)					—	—			
200	56 8	7 10	3 6					—	—			
(2doz)	(2doz)	(2doz)	(2doz)					—	—			
48 11	6 9	3 2						—	—			
n size	(2doz)	(2doz)	(2doz)					—	—			

	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Retail
lucent powder 0160	—	—	19 6		23oz CH2T	6 9ea	10 1ea	11 4	Watameter (980 Photopia)		
er eye cream 0137	—	—	19 0	D	36oz CH3	8 2ea	1 1ea	13 7	rangefinder I	55 4ea	29 4ea
opal (97 Bayer)					43oz CH3M	10 6ea	1 4ea	17 6	II	63 6ea	33 7ea
ets 15 and 300					vacuum flasks plastic				super case	64 4ea	34 1ea
n (761 Lilia-White)					yellow 8oz CH8P	5 4ea	8 1ea	8 10	Wella (1318 Wella)		
pressed	50 9	—	6		16oz CH16P	5 11ea	9 1ea	9 10	Body n' Bounce 28cc	20 0	11 0
(1467 Trend)	(1 gross)				box design				Wellcome (208 BW)		
ishes	75 0	41 3	14 6		8oz NP8	6 0ea	9 1ea	8 10	Newcastle disease		
mon (452 FBA)†s1s4A					16oz NP16	6 8ea	10 1ea	9 10	vacc. (vet.) 50ml	5 1ea	—
oules	5 66 4ea	—	99 6		Diddy 8oz NP8A	6 6ea	10 0ea	9 6	250ml	24 3ea	—
oules	30 44 0ea	—	66 0		replacements				48 2ea	—	56 8
& True (813 MF)					cups 8oz V8	10 0	1 3	1 3	contagious pustular		
colour	83 4	43 /	14 1		16oz V16	12 0	1 6	1 6	dermatitis vacc. living		
idol (666 Janssen)†s4B					23oz & 36oz	14 0	2 0	1 9	orf vacc. (vet.) 10ml	16 8ea	—
ets 0·5mg	500 113 0ea	—	169 6		outer V36					25 0	
1mg	50 16 0ea	—	24 0		23oz & 36oz	10 0	1 3	1 3	Whiskas (967 Petfoods)	75 8	14 7
(33 Cupal)					inner V916				(6doz)	(6doz)	1 6
h drops	12 0	4 0	1 9		bodies 16oz RCH1	4 1ea	6 1ea	6 0	White Magnolia (596 HR)		
74 Sponcel)					23oz RCH2	6 6ea	10 0ea	9 6	bath essence 6301	—	14 6
ic sponge	20 0	—	2 6		36oz RCH3	6 6ea	10 0ea	5 6	bath salts 6303	—	21 0
x (324 Crookes) †DDI					8oz R8	4 2ea	—		dusting powder 6208	—	22 6
200ml	52 0	19 0	8 1		16oz R16	4 5ea	—		6212	—	27 0
21 37 11ea	—	—			stopperscrew 16oz 551	16 0	—	1 1	6223	—	13 6
as Lasting (525 Golden) existing entry				D	23oz & 36oz				flask 6344	—	15 0
as Lasting (525 Golden)				I	553	20 0	—	2 3	hand lotion 6102	—	14 6
style retaining lotion					Expandavac 8oz & 16oz	14 0	2 0	1 9	perfume spray 6122	—	37 0
1 or 2 single	12 0	6 7	2 0		EI				skin perfume 6002	—	82 6
large	54 0	14 10	9 0		23oz & 36oz	18 0	2 6	2 3	6023	—	19 6
greasy hair single	13 6	7 5	2 3		E3				spray 6022	—	21 0
h colour large	58 6	32 2	9 9		Vegolysen (971 PSMB)				soap complexion (3)	—	36 0
Brite (280 CP) 5 pack minimum order									6333	—	15 0
mpaste standard	75 11	27 6	2 9		Veiled Radiance (60 Arden)				White's Dr. (761 Lilia-White)		
	(4doz)	(4doz)			417-34	—	—	52 0	Koronet briefs	48 0	6 2
large	81 0	29 4	3 11		417-33	—	—	32 0	pads	19 3	—
ex-large	38 2	13 10	5 6		Velouty (379 Dixon)				sanitary belt	17 11	2 7
Embaume (Rigaud (47 Anestan)				D	beauty foundation	18 6	10 2	3 2	towels	0 25 2	—
r Embaum (Rigaud (325 C-A)					liquid	18 6	10 2	3 2	1 27 5	—	2 7
(1367 Unigreg) †					cleansing cream	18 6	10 2	3 2	2 30 8	—	3 3
ts	24	€ 2ea	—		foundation cream	18 8	7 6	2 4	3 32 9	—	3 5
at (667 JCL) units					powder cream tube	22 6	12 4	4 0	EI	14 6	1 6
1000 157 2ea	83 3ea	319 0			jar	44 6	24 6	7 7			
2000 196 8ea	104 0ea	399 0			skin food tube	41 6	22 6	7 0	Wilkinson (1339 Wilkinson)		
4000 226 2ea	119 9ea	459 0			18 6	10 2	3 2	New Sword blades (5)	58 2	21 4	
5000 265 8ea	140 6ea	539 0						(25pkts)	(25pkts)	4 4	
6000 305 0ea	161 6ea	619 0			Velpuff (379 Dixon)			Super Sword Edge	—	—	
7000 354 4ea	187 6ea	719 0			cream powder compact	42 0	23 1		Williams, Dr. (485 Fulford)		A
1000P 527 2ea	279 3ea	1070 0			refill	11 8	6 5	2 0	pink pills	20 6	2 5
re (1467 AP & T) ts	30 30 0	11 0	4 8		Veltis (115 Bengue)			40 0	40 0	4 9	
	70 45 0	16 6	7 0		cream unperfumed 40g				Witch Doctor (427 Ethichem)		
	120 70 0	25 8	10 9	D	Velva (60 Arden)				distributors 128 Biometica		
ment	—	—	—	D	cream	116-02	—	17 0	witch hazel gel	27 0	9 8
mist (331 C of C)					116-04	—	—			3 11	
ur spray 114g	46 6	16 8	6 11		116-08	—	—		Woltz Italiana (128 Biometica)		
el (626 HH & C)					116-16	—	—		manicurebase coat	32 0	17 2
n	21 3	7 5	3 2		cream masque	109-99	—	75 0	cuticle remover	32 0	5 9
sol (211 Butler)					liquid	211-64	—	32 0	nail enamel regular	32 0	5 9
16oz and 8oz	8 0ea	—	12 0		moisture film	416-47	—	19 0	mini-regular	23 8	12 8
71 PSMB)					416-48	—	—	pearl	46 9	25 1	
ole (208 BW)					416-49	—	—	mini-pearl	30 0	16 1	
atic ammonia 6	2 6ea	11ea	4	D	shampoo	306-99	—	58 0	Venetian Carnival	46 9	8 5
lin (930 P & B)					smooth lotion	205-91	—	32 0	mini-Venetian	30 0	16 1
one (256 CPL)					205-95	—	—	super brilliant	58 11	31 7	
ream	70g 19 4	9 10	3 0		Veno's (104BP)			super creme	46 9	25 1	
	29 0	14 10	4 6		cough mixture	25 11	9 6	nail hardener	54 8	29 4	
	49g 25 9	13 2	4 0		40 5	14 10	5 7	nail polish removers	32 0	17 2	
	99g 41 10	21 4	6 6		Veracur (1253 Typharm)	5 0ea	—	lanolin	32 0	5 9	
oleum jelly	tin 8 11	3 0	1 3		gel tube 14g			nail enamel thinner	24 7	13 2	
ow	jar 13 8	4 8	1 11		Vichy (1519 SA)			top coat	32 0	5 9	
	jar 25 0	8 6	3 6		Surpastilles	20 8	4 7				
te	tin 10 2	3 5	1 5		(3 doz)	(3 doz)	1 0	Wright's (1351 WLW)			
	jar 16 1	5 5	2 3		Vichy-Celestins (1519 5A)	38 10	8 7	coal-tar soap	31 6	11 7	
	27 11	9 6	3 11		(2 doz)	(2 doz)		bath	33 8	12 4	
	49 4	16 10	6 11		splits			(2 doz)	(2 doz)	2 3	
erry pack.	8oz 49 4	16 10	6 11		Virormone (930 P & B)			giant	24 1	8 10	
poo's	sachet 14 3	4 10	8		ampoules 5mg	12		4 ½oz	25 4	9 4	
	(3 doz)	(3 doz)			10mg	12		(2doz)	(2doz)	1 7	
ottle	35g 16 1	5 6	2 3		25mg	12		herb shampoo	18 1	6 8	
	25 0	8 6	3 6		50mg	12		125cc	26 8	9 9	
	120g 35 8	12 2	5 0		100mg	12		sandalwood soap	25 4	9 4	
impless	pkt 16 0	5 6	9					bath	25 4	1 7	
	(3 doz)	(3 doz)						deodorant tick	70g	20 2	
zonex (218 Calmic)	30g 38 0	13 11	5 11					talcum powder	17 4	9 6	
	500g 22 6ea	8 3ea	42 0					liquor carbonis	100ml	30 0	
din (1476 5MP)								detergents	200ml	51 3	
in-D (920 P & B)								200ml	500ml	18 10	
in-D (1476 5MP)								2l	340 0	7 3	
n-A (930 P & B)											
n-A (1476 5MP)								fix wig and hair piece	26 6	6 3	
x (930 P & B)								cleaner	—		
ex (1476 5MP)											
red (1476 5MP)T5											
halmic drops	10ml 6 6ea	—	9 9								
	(f) (930 P & B)										
	(f) (1476 5MP)										
	c (930 P & B)										
	ne (1476 5MP)										
	Wata (980 Photopia)										
	cube flash II										
	Wataflux (980 Photopia)										
	flashgun X2 and case										
	16oz CH1	4 7ea	7ea	7 7							

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	Trade	Tax	Retail	
Zac (626 HH & C) baby cream	tube jar 56g	16 7 24 0	5 9 8 4	2 5 3 7
	112g	34 7	12 0	5 0
powder		16 7	5 9	2 5
soap		9 0	3 1	1 5
Zero (1037 Reckitt) disposable panties (3)		7 3	—	10
Zincoderm (626 HH & C)	500g 1kg 5kg	7 7ea 12 0ea 44 0ea	— — —	— — —
Zoff (1155 S & N) plaster remover	908 909	14 5 80 2	— —	1 8 9 4

AMENDMENTS AND ADDITIONS TO KEY TO SUPPLIERS

93 BJ=Bateman-Jackson, Tubetton House, Medlock Street, Oldham, Lancs. 061-652 2222.
128 Biometica=Biometica Division of Sales Affiliates Ltd., Barnet By-pass, Boreham Wood, Herts. 01-953 3145.
228 Carlton=Carlton Laboratories (UK) Ltd., 11 Shelley Road, Worthing, Sussex.
325 C-A=Crookes-Anestan Ltd., Rankine Road, Daneshill Estate, Basingstoke, Hants. 0256-25051.
352 Darlington=W. Darlington & Sons Ltd., Station Road, Rustington, Littlehampton, Sussex. Rustington 3232.
369 DL=Denver Laboratories Ltd., Fulton House, Empire Way, Wembley, Middlesex. 01-902 8686.
389 Druker=D. & M. Druker Ltd., 230a Commercial Road, London, E.I. 01-790 3939.
451 F & J=Fassett & Johnson Ltd., 19 Radford Crescent, Billericay, Essex. Billericay 53221.
589 HEB=H.E.B. Pharmaceuticals Ltd., River Street, Bolton, Lancs. BL2 1BX. 0204-32381.
362 Morny=Morny Ltd., 4 Miles Gray Road, Basildon Essex, Basildon 23347.
472 Fontarel=Fontarel Ltd., Percival House, Pinner Road, Harrow, Middlesex, HA1 4HQ. 01-427 3401.
878 Napp=H. R. Napp Ltd., Hill Farm Avenue, Leavesden, North Watford, Herts. Garston 75255.

879 NW=Nappi-Wite Ltd., 8 Wigmore Street, London, W.I. 01-636 6055.
960 Perry=Charles Perry (Cosmetics Ealing) Co Ltd, 155 Pitshanger Lane, London, W.5. 01-997 2663.
974 PC=Phenolaine Co., 174 Henwood Green Road, Pembury, Kent. Pembury 3375.
975 PDS=Phils Drug Stores (Wholesale) Ltd., 24 Goodwin Road, London, W.12. 01-743 1357.
979 Photax=Photax (London) Ltd., 130 Seymour Place, London, W.I. 01-402 5181.
985 Pilogene=Pilogene Ltd., 296 Kensington, Liverpool L72RR. 051-263 6451.
1034 R & P=Rayner & Pennycook Ltd., Rayvit House, Govett Avenue, Shepperton, Middlesex. Walton-on-Thames 27237.
1070 Windsor=The House of Roberts Windsor, Colwick Industrial Estate, Nottingham NG4 2BY. 0602-247208.
1127 Seton=Seton Products Ltd., Tubiton House, Medlock Street, Oldham, Lancs. 061-652 2222.
1157 S=Sophistique Ltd., New Road, Winsford, Ches. 0606-81 3822.
1167 Spa=Spa Brushes Ltd., Freeman Works, Chesham. Bucks. 0240-56371.
1194 Stone=Stones (Exeter) Ltd., Marsh Green Road, Marsh Barton, Exeter. 0392-55803.
1225 Thermega=Thermega Ltd., Ermyn Way, Leatherhead, Surrey. Leatherhead 3433.
1287 Vitalam=Vitalam Ltd., Seaford Road Works, Pendleton, Salford 6, Lancs. 061-736 5343.
1372 Santillan=Santillan (London) Ltd., 201 Hornsey Road, London, N.7. 01-272 6988.
1430 DPLL=Dental Projects (Labs) Ltd., 47 Thames Street, Staines, Middlesex. Staines 57319.
1431 Erica=Erica Products Ltd., 231 The Vale, Acton, London, W.3. 01-743 0797.
1440 WFL=Welfare Foods (Stockport) Ltd., 63 Higher Hillgate, Stockport, Cheshire, SK1 3HE. 061-480 9408.
1456 Hemosol=Hemosol Laboratories Ltd., 253 High Street, Eltham, London, S.E.9. 01-850 2625.
1-63 VBL=Viking Brews Ltd., 28 Clive Street, North Shields, Northumberland. 0894-573402.
1467 Trend=Trend (Beauty Aids) Ltd., 136 Station Road, Edgware, Middlesex, HA8 7AA. 01-952 6124.
1476 SMP=Smith, Miller & Patch Ltd., 96 De Beauvoir Road, London, N.1. 01-249 2421.
1519 SA=Schweppes (Agencies) Ltd., 17 Holywell Row, London, E.C.2. 0-1247 7378.

	Trade	Tax	Retail
Cavaloze (241 CC)†sls4A tablets	50 100	90 0 166 0	33 0 60 9
Cavandrol (241 CC)†s4B tablets	25 100	76 0 210 0	— —
Cav-E-Col (241 CC) capsules	75	62 0	—
Cavolin (241 CC)†s4B tablets	40 100	70 0 150 0	25 7 55 0
Cavomen (241 CC)†sls4A tablets	25 100	32 0 96 0	— —
Cavopan (241 CC) capsules	100	102 0	—
Cavoplex (241 CC) capsules	100	144 0	—
Cussons (338 Cussons) Imperial Leather after shave lotion	26 4	14 6	4 6
	43 11	24 2	7 6
	26 4	14 6	4 5
brillantine liquid	38 2	21 0	6 6
hair cream	24 11	13 8	4 3
shaving bowl	59 8	21 10	9 0
refill	33 2	12 2	5 0
shaving cream lather	36 6	13 4	5 6
shaving stick	26 6	9 8	4 0
refill	16 7	6 1	2 6
shower talc	39 7	21 9	6 9
old packs	—	—	—
Cyphoids (1152 SK) tins	12 6	4 3	1 10
Debendox (838 Merrell)†s7 tablets	50 30	21 0ea —	31 6
Dramamine (1121 Searle)†s7 tablets	50mg 6	23 7	3 0
Dunhill (194 Bronnley) Dunhill (1377 R & A) smokers dental cream electric shaver	—	—	9 6
Dunhill (394 Dunhill) electric shaver	—	—	321 0
Elixir Sibec (1545 Vestric)	2l	36 3ea	—
Feravol (228 Carlton) syrup	112ml 220ml 2l	42 0 78 0 42 6ea	— — —
	4oz, 8oz and 80oz	—	—
Feravol-F (228 Carlton) tablets	250 and 1000	—	—
Feravol-G (228 Carlton) syrup	112ml 220ml 2l	45 0 84 0 43 6ea	— — —
	tablets	60	42 0
	250	11 6ea	—
	1000	42 0ea	—
Fields (462 Field) Fields (893 Nicholas) hair spray 9s 3d size	—	—	—
French flowers toilet soap	13 10	4 10	2 0
Cologne	—	—	—
French pink toilet soap	13 10	4 10	2 0
French moss toilet soap	13 10	4 10	2 0
Cologne	—	—	—
shave stick	10 6	3 8	1 6
Fresca (1279 V of M) Cologne for men	104 105	— —	18 9 33 0
Gill's (101 Beautisales) shampoo sachets	—	—	—

	Trade	Tax	Retail
Alkadonna (228 Carlton)† suspension	112nl 11	33 0 23 6ea	12 1 —
	4oz & 40oz	—	— D
Aludrox (1532 Wyeth) tablets	60 500	50 0 288 0	5 6 ●
	tablets 13gr and 61gr	—	— D
Autergal (241 CC)†s4A tablets	25 100	45 0 150 0	5 8 A
Band-Aid (672 Johnson) elastic plasters	11 4	—	1 4
wallets	27 0	—	3 2
medium assorted	23 4	—	2 9
1½in x 1yd strip	31 10	—	3 9
2½in x 1yd strip	5 8	—	8
washproof plasters	11 4	—	1 4
small assorted	17 0	—	2 0
medium assorted	26 11	—	3 2
large assorted	36 1	—	4 3
economy pack	44 7	—	5 3
medium strips	26 11	—	3 2
large strips	36 1	—	4 3
3in x ¾in	100	120 0	14 0

	Trade	Tax	Retail
3in x 1in	100	144 0	16 9
2in x 4½in	50	291 0	34 0
patches ½ x 1½in	100	137 0	16 0
spots ½in	103 0	—	12 0
2½in x 1yd strip	31 10	—	3 9
2½in x 6in	5 8	—	8
Bellafloline (1098 Sandoz)	—	—	D
Bi-Du-Pan (241 CC) tablets	50	85 0	31 4
	100	160 0	58 8ea
Biothrin (241 CC) tablets	20	25 0	3 0
	100	100 0	—
Brolene (971 PSMB) eye drops 0.1% 10ml	28 0	—	3 6 ●
	15ml	—	D
Cal-ma-vite (228 Carlton) Carlton (228 Carlton) suspension NK	—	—	D
Carmycin (228 Carlton) TS suspension	112ml 450ml	7 3ea 23 6ea	— —
Carnacton (241 CC) oral drops	20ml 30ml	62 0 73 0	22 7 28 7
	—	—	9 6 A
ampoules	—	—	D

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	Trade	Tax	Retail	A		Trade	Tax	Retail	A		Trade	Tax	Retail	
n (241 CC) t <small>s</small> 4A					triangular bandage	22 11	—	2 8		Ventolin (34 A & H)				
ules 5ml	3	68 0	24 9	10 8	belladonna plaster perforated	11 8	—	1 6	A	tablets	100	16 7	—	
ts	6	125 0	45 7	19 6	5 x 7½	11 8	—	2 9	A	500	73 0	—	●	
ony (412 Elida) Midlands area only	12	68 0	24 9	10 8	7 x 11	22 11	—		A	Victor (1279 V of M)			D	
pray standard	30	10	17 0	4 11	Kling (672 Johnson)				A	Victor (1279 V of M)			I	
large	40	4	22 2	6 6	conforming bandage	2in	11 7	—	A	Acqua di Selva	085	—	9 9	
are (553 H-C)						3in	15 4	—		080	—	17 6		
tributors 1055 RM)						4in	18 1	—		081	—	28 6		
bath	120cc	28 3	10 4	4 0		6in	25 4	—		082	—	48 6		
	500cc	91 2	33 5	12 11	K.L.M. (811 Mawdsley) existing entry					083	—	79 6		
Postum (304 Costa)	48 0	—	5 4	A	K.L.M. (811 Mawdsley)				A	after shave cream	203	—	9 9	
uedine (Chibnall (1556 Farillon))	—		27 6	A	calamine cream & witch	16 7	6 1	3 0		lotion	040	—	12 6	
te (241 CC)	5ml	18	4ea	D	hazel	16 7	6 1	3 0		041	—	19 11		
n's (662 EJ)					K.Y. (672 Johnson)	jelly	41g	17 8	A	042	—	27 6		
ges					Lady Manhattan (462 Field)				Aerosol	038	—	25 9		
eed liquorice loz	6 5	—	9	A	Lady Manhattan (893 Nicholas)				bath foam	227	—	9 6		
onplast (672 Johnson)					Ledercort Depot (746 Lederle) T5	injection vial	1ml	14 0ea		228	—	16 0		
oxide plaster					Morgan's (861 MPC)	hair colour restorer	170cc	33 0	A	231	—	33 0		
1 x ½in	7 0	—	10			pomade	jar 50g	30 0	18 2	A	brillantine solid	062	—	12 6
lin	9 9	—	1 2			perfumed	100g	45 0	16 6		deodorant stick	102	—	7 6
1 x ½in	16 1	—	1 11			shampoo cream	55cc	16 0	5 10½		spray	103	—	11 6
lin	22 5	—	2 8			liquid	55cc	16 0	5 10½		191	—	11 6	
1 x ½in	21 0	—	2 6			anti-dandruff	55cc	16 0	5 10½		192	—	16 3	
lin	30 10	—	3 8		Norsebad (893 Nicholas)	sachet	39 1	14 4	●	hair cream	066	—	9 9	
2in	51 10	—	6 2			(3doz)	(3doz)			hair tonic	271	—	17 6	
3in	70 0	—	8 4			60cc	53 10	19 8½	8 3	greasy	273	—	17 6	
1 x ½in	30 10	—	3 8			120cc	104 4	38 3	16 0	pre-shave	048	—	12 6	
lin	48 4	—	5 9		Ovaltine (1303 Wander) existing entry				shave cream brushless	011	—	7 11		
2in	74 0	—	9 0		Ovaltine (1303 Wander)	10 case rates minimum order direct			lather	010	—	7 11		
3in	107 2	—	12 9	A		4oz	20 5	—	2 0	shaving foam	016	—	12 6	
ns (672 Johnson)						8oz	36 0	—	3 6	soap	140	—	5 6	
it	152 0	—	18 11	A		16oz	62 8	—	6 1	talcum	050	—	11 6	
on buds	20	10 8	—	1 4		baby rusks	8oz	18 8	—	Uomo Cologne	120	—	33 0	
	60	27 4	—	3 5		chuckles	18 8	—	1 10	Woodwards (1346 Woodward)				
m	100	36 0	—	4 6		drinking chocolate	8oz	24 3	—	diarrhoea mixture	135cc	27 7	10 1	
jar 45g	27 3	15 0	4 5			16oz	43 3	—			3 11	●		
100g	46 6	25 6	7 8			instant non-fat milk	7oz	22 8	—					
tube 34g	18 9	10 4	3 1			12oz	36 8	—	2 3					
ay liners	25	24 0	—	3 0		teething rusks	small	12 0	—					
	50	42 8	—	5 4		large	22 8	—	1 2					
	74g	9 4	3 5	1 4										
oxes	124g	14 0	5 2	2 0	Ovonad (241 CC) t <small>s</small> 4B	tablets	40	70 0	A					
al balls						100	150 0	25 7	10 10	A				
ges w.o.w. B.P.C.							150	55 0	23 6					
4yd	4 7	—	7		Parke Davis (938 PD)	ampoules	—	—	—	D				
4yd	7 5	—	11											
4yd	10 5	—	1 3		Phyldrox (228 Carlton)	suppositories	—	—	—					
ges crepe B.P.C.	13 4	—	1 8			syrup	—	—	—					
	27 0	—	3 2		Phyldrox-G (228 Carlton)	—	—	—						
	32 6	—	3 6		Sea Jade (1355 Yardley)	bath foam	74 0	27 1	●					
	38 9	—	4 4			bath salts	34 0	18 8	5 10					
	44 6	—	5 0			dusting powder	117 0	64 4	20 0					
	51 8	—	5 8			mini sea-horse soaps	39 0	14 3	5 7					
ose wadding	75 6	—	8 5		Shield (509 Gibbs) Lancs area only	anti-perspirant	standard	38 0	20 11	●				
C.	16oz	38 11	—	4 4		large	50 9	27 11	8 0	A				
h wool B.P.C.					Silvestre (1279 V of M)	260	—	17 6						
	1oz	10 1	—	1 3		261	—	28 6						
	4oz	28 3	—	3 2	Smith Kendon (1152 SK)	lozenges	—	—	—					
	16oz	94 4	—	10 5		linseed liquorice and	—	—	—					
on wool hospital						chlorodyne tDDI	carton	12 6	—	A				
	1oz	8 9	—	1 1	Tardrox (228 Carlton)	cream	30g	27 0	—					
	4oz	22 10	—	2 7		—	—	—	—	A				
ehold	16 7	—	2 0		T.C.P. (1552 UL)	throat pastilles	19 4	7 1½	2 9					
ng pack sterilised	20 0	—	2 5		Tender Touch (672 Johnson)	wool rolls	2oz	9 11	—	A				
B.P.C.	1yd	15 3	—	1 10		4oz	16 7	—	2 0					
	3yd	33 6	—	4 1		economy	38 10	—	4 5					
	6yd	61 2	—	6 9		manicure sticks	—	—	—	D				
and cotton	12yd	119 3	—	13 2	Testonad (241 CC) t <small>s</small> 4B	tablets	40	70 0	A					
le B.P.C.	16oz	111 0	—	11 10		100	150 0	25 7	10 10					
g Tariff	16oz	94 0	—	10 5			150	55 0	23 6					
idence pads	12	80 0	—	9 9										
P.C.	1oz	15 1	—	1 10										
	4oz	48 5	—	5 4										
	16oz	174 8	—	19 4										
ric														
	15 10	—	1 11											
ole pack dressing	45 2	—	5 0											
	92 4	—	10 3											
ressings	6 0	—	9											
sed lint dressings	small	6 9	—	1 1										
	medium	9 11	—	1 2										
	large	15 9	—	2 0										

therapeutic—pharmacological index

Following products to be added under the categories stated

- 10(c) Betadine
- 11(c) (cephalosporins) Keflex suspension
- 11(c) (tetracyclines) Abbocin
- 11(h) Flagyl Compak
- 12(a) Oranabol 10
- 13(e) Noveril
- 13(i) Matthordom
- 15(a) Theograd
- 17(j) Veracur
- 18 Cendevax

	Trade	Tax	Retail	A		Trade	Tax	Retail	A		Trade	Tax	Retail
Ventolin (34 A & H)					belladonna plaster perforated	22 11	—	2 8		tablets	100	16 7	—
					5 x 7½	11 8	—	1 6	A	500	73 0	—	●
					7 x 11	22 11	—	2 9	A				D
Kling (672 Johnson)					conforming bandage	2in	11 7	—	A	Acqua di Selva	085	—	9 9
					3in	15 4	—	1 11		080	—	17 6	
					4in	18 1	—	2 3	A	081	—	28 6	
					6in	25 4	—	3 2		082	—	48 6	
										083	—	79 6	
K.L.M. (811 Mawdsley) existing entry					K.L.M. (811 Mawdsley)				A	after shave cream	203	—	9 9
					calamine cream & witch	16 7	6 1	3 0		lotion	040	—	12 6
					hazel	16 7	6 1	3 0	A	041	—	19 11	
K.Y. (672 Johnson)					K.Y. (672 Johnson)	jelly	41g	17 8	A	042	—	27 6	
					perfumed	25g	28 0	15 5		038	—	25 9	
					shampoo cream	55cc	16 0	5 10½		bath foam	227	—	9 6
					liquid	55cc	16 0	5 10½		228	—	16 0	
					anti-dandruff	55cc	16 0	5 10½		231	—	33 0	
										brillantine solid	062	—	12 6
										deodorant stick	102	—	7 6
										spray	103	—	11 6
										191	—	11 6	
										192	—	16 3	
										066	—	9 9	
	</												

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	Per 250	Per 500	Per 1000
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IA-LOXIN (Oxytetracycline B.P.)	250 mg. 26/- (£1.30p.)	..51/- (£2.55p.) ..100/-	(£5.00p.)
IA-PEN (Penicillin V. B.P.)	125 mg. 22/- (£1.10p.) 250 mg. 43/- (£2.15p.)	..43/- (£2.15p.) .. 85/- ..85/- (£4.25p.) ..160/-	(£4.25p.) (£8.00p.)
IA-PRAM (Imipramine B.P.)	25 mg. 14/6 (£0.73p.)	..28/- (£1.40p.) .. 55/6	(£2.78p.)
IN-SOLONE (Prednisolone B.P.)	1 mg. 4/3 (£0.21p.) 5 mg. 12/6 (£0.63p.)	.. 7/3 (£0.36p.) .. 13/11 ..24/- (£1.20p.) .. 47/3	(£0.70p.) (£2.36p.)
IA-SONE (Prednisone B.P.)	1 mg. 4/- (£0.20p.) 5 mg. 11/6 (£0.58p.)	.. 7/- (£0.35p.) .. 13/5 ..22/6 (£1.13p.) .. 44/5	(£0.67p.) (£2.22p.)



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We wouldn't expect you to sell
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Polaroid Sunglasses



The professional answer to athlete's foot

Doctors prescribe more Tinaderm Cream for athlete's foot than any other product. That's because impressive results in practice have established Tinaderm as *the* effective answer to athlete's foot.

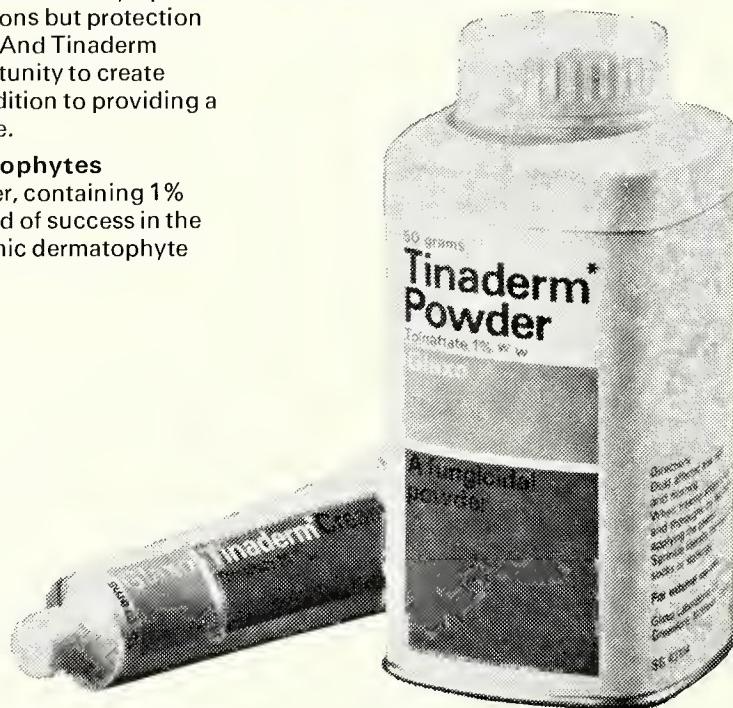
And this summer, you can help make the treatment more successful than ever with Tinaderm Powder.

Tinaderm Powder used in conjunction with the Cream not only gives rapid relief from symptoms and prompt clearance of lesions but protection against re-infection as well. And Tinaderm Powder gives you the opportunity to create extra sales for yourself in addition to providing a valuable professional service.

Fungicidal to all dermatophytes

Tinaderm Cream and Powder, containing 1% tolnaftate, set a new standard of success in the treatment of acute and chronic dermatophyte

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Create sales for yourself

Here's an opportunity to create those extra sales yourself. You can turn heavy Tinaderm Cream prescriptions into increased sales by recommending Tinaderm Powder to complete the treatment and guard against re-infection. Tinaderm Cream and Powder... worth your recommendation.

Place your Tinaderm order through your Glaxo representative or your wholesaler and take advantage of the extra 10% saving afforded by the special Discount Parcel terms.

Presentation

Tinaderm Cream: 15 gram tubes

Tinaderm Powder: 50 gram sprinkler tins

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COMMENT COMMENT COMMENT COMMENT COMMENT

A time for conniving

Policies are now being formulated, prior to the translation of the Green Paper proposals into practical legislation, and it is essential that pharmacy should be ready with its agreed ideas concerning the changes that should be made in Health Service administration.

There is similarity between the present time and that period of hectic negotiations prior to the introduction of the NHS in 1948; for now is the time of opportunity—a period when it would be advantageous to consider the opportunities that were lost when first negotiating the contracts that are currently the basis of the pharmacist's remuneration. For example, it might be asked whether there is not an anomaly in having separate bases for pharmacists' remuneration in England and Wales, Scotland and Northern Ireland. After all, it is the same NHS; the manipulative skills are identical, the professional approach is the same, and in two cases those who are carrying out the pharmaceutical service belong to the same Society.

Therefore, we would applaud any attempts made to interchange information and viewpoints between the various chemist representative bodies that might bring about a unified voice for pharmacy to help ensure that the Health Departments take as much notice of the pharmacists' demands as is currently accorded to the representations of the medical practitioners.

The Green Paper offers great opportunities to pharmacists, but only if they are prepared to fight for them. The transfer to the area boards of a responsibility for health education is but one opening for pharmacy to show not only that it is the rightful source of much of that type of propaganda, but also that it is a service that should rightly be paid for. In that submission all pharmaceutical groups in the United Kingdom should be agreed.

Bearing in mind that no other profession is paid in terms that are more or less worked out in fractions of a penny—and that the financial aspects will have to be discussed by those in the Ministry Departments who have for so long been conditioned to negotiate in fractions of a penny—it will require a truly united voice from pharmacy to achieve success.

We appeal for all the contractors' representatives really to get together and try to formulate a united policy before the Green Paper ideas are transformed to legislation.

A jungle of statistics

Exports of medicinal and pharmaceutical products in the first quarter of the year were valued at almost £33 million—a figure that would seem to represent a satisfactory increase over the same period last year.

However, the new arrangement of the *Overseas Trade Statistics*, which has been in operation since January's figures were issued, prevents any meaningful comparison now being made.

Commodities are classified into divisions and sections of the Standard International Trade Classification of the United Nations. Re-exports no longer appear separately and are merged with exports.

Dealing specifically with the section for medicinal and

pharmaceutical products, the "breakdown" by product is now much less comprehensive than before the change and some of the classes would appear to duplicate one another.

For example, there are classes headed: "Glycosides: glands, their extracts;" "Glycosides and their derivatives;" "Sera and vaccines;" "Bacterial products, sera and vaccines;" "Organotherapeutic glands or their extracts," which makes something of a jungle of the statistics.

Admittedly each class has a SITC number, but to understand what they refer to it is necessary to read the new presentation in conjunction with the SITC tables, reference to which was once included, but is now deleted from, the Customs and Excise's *Export List*.

The statistics are more comprehensive than previously in so far as the principal destinations and value of goods shipped to them are ascribed to each of the classes (previously this information was given for the total of the division only).

In addition to the classes mentioned above is one entitled "Medicaments." In the first quarter the value of exports for that class was £25.3m. Such a large class surely calls for a further split without having recourse to the Statistical Department of the Board of Trade and, of course, making further payment for the information.

No doubt the changes have been brought about to harmonise with international statistics, but is it really so necessary to slavishly copy them in detail when the end result is something which is worse than that it replaces?

Criticism attenuated

Our complaint last week of the Drug Safety Committee's failure to write to pharmacists about the recent oral contraceptives study was, in the event, not completely justified. The fact of the additional distribution did not emerge at the Secretary of State's Press conference, and the pharmaceutical Press had already been denied access to the letter for publication in the same week as the medical Press. We are pleased to retract this part of our criticism and welcome the recognition of the profession as another step in the right direction.

Nevertheless, the content of the Committee's letter was no basis upon which to make a professional and scientific judgment. Was it really impossible for the pharmacist to be given, if not the full paper, at least an extract through the medium of his professional papers? Surely the Committee's full statement which accompanied the *British Medical Journal* paper could not have been regarded as copyright. It contained much information that would have been of use to pharmacists, such as the names of the products giving rise to "discrepancies" in the research findings.

We wonder, also, about the criteria taken into account when it is decided to inform or not to inform. It appears that the letter to doctors from the Department's Chief Medical Officer on L-dopa (last week p 636) fell into the "not" category. Do we take it that the doctor cannot be relied upon to read his professional journals, or does the supply of drugs not concern the pharmacist?

PROFIT PROSPECTS IN AFTER-SHAVES

by A. F. L. Deeson MA PhD DSC

Last year the *Sunday Times* postulated a total £6½ million market for after-shave lotions at retail prices. Nielsen's put it at just over £2 million for chemists only. Even allowing for the fact that 30 per cent of sales might be to outlets other than chemists such a discrepancy makes a vast difference to the individual chemist.

If the market is only £2 million you may feel you are getting your fair share. If it's really £6½ million perhaps you could be doing a lot better. What are the facts?

As such there aren't any. Two leading manufacturers — and one of these is Shulton — estimate it at £5·6 million; two as between £4·5 million; four at £3 million. Because Shulton, as undisputed brand leader, have constantly to defend their position and because they really created the market for after-shave in this country, I would be inclined to accept their estimates, especially as the second manufacturer who agrees with them is Gillette, who undertook exceptionally thorough market research before launching "Spruce."

But there is one complication. Virtually every other manufacturer gives Shulton 50-60 per cent of the total market, but Shulton themselves believe they have only 43 per cent. Could it be that Shulton are over-estimating the market and under-estimating their share?

If this is accepted and it is remembered that the Nielsen figure excludes Boots and department stores and other outlets (and it seems generally accepted that the Nielsen figure is too low anyway) £4½ million might be a reasonable estimate. But on the evidence it's impossible to make more than an informed guess.

Growth rate

Three facts, however, are certain:

Growth rate per annum for after-shave lotions is marginal — 2 per cent seems to be a realistic figure. So if you are going to sell more, it's going to be by your own efforts rather than climbing on a ready-made bandwagon. On the other hand it is estimated that only about 50 per cent of men in the United Kingdom currently use after-shave so there is room for more sales, especially as probably only half the users use it every day at the present time. Current usage is highest in the 16-24 age group.

A very large percentage of after-shave, variously estimated at between 40 per cent and 70 per cent is sold during the three months before Christmas, making problems for manufacturers and retailers alike.

On the other hand, more cheerfully, the chemist's arch-enemy, the supermarket, just isn't in this field and is never likely to be in the foreseeable future. This is a chemists' market, first and foremost, and there is no reason at all to believe that the main competitors, the departmental stores, will increase their present shares.

Probably more after-shave is sold to women to give for presents than to men direct. Some manufacturers believe as much as 75 per cent. Couple this with the seasonal demand and there must be a considerable element of impulse buying, a good deal of purchasing "to see what it's like," inspired by the attractiveness of the pack. All of which adds up to the perpetual nightmare of the harassed chemist — displays pay off, if only you can find the space for them?

Who chooses?

Some manufacturers, especially in the higher price ranges, are trying to create greater male independence in what Gwen Nuttall of the *Sunday Times* described as "this ostensibly masculine world which in reality is shaped almost entirely by women." "You choose your own cigars, so choose Balafre for yourself," suggests Lancome or, as Felden puts it, "It's not fair to leave such things to the fair sex." As an interesting side issue some aftershaves, notably Tabac and Brut, are believed to be quite widely used by women themselves as colognes.

For the small market — and whichever figures are accepted this is a small market — there is a good deal of fragmentation. Many manufacturers have already withdrawn, including Unilever (Atkinsons); Beecham (Mark Vardy); Colgate (007) and Philips, Scott and Turner (Twelve Bore). More than one of these were looking for sales through the supermarkets and these never really materialised.

Male conservatism and the savage increases in purchase tax were often contributory factors to manufacturers' decisions to withdraw and also account for the slow growth rate of the market. Undoubtedly it is a difficult market — luxury, male cosmetic, and at the top it's basically the sale of expensive perfumes. As one manufacturer put it to me, after all the research has been done, however thoroughly, the decision to launch a new after-shave is strictly entrepreneurial — flair and instinct are very important.

Who are the brand leaders today? Shulton's range undoubtedly enjoys the premier position and they have held this for years. Others of importance are Cedar-

wood (Goya); Spruce (Gillette); Cussons (Imperial Leather); Yardley; Perrot (Tabac); Lentheric (Onyx); Faberge (Brut); Max Factor (Factor for Men and Royal Regiment); Marcel Rochas (Moustache and Monsieur Rochas); Golden Ltd (Mennen Dry Lime and Mennen Dry Moss). Avon also hold a significant percentage — probably about 15 per cent.

The above list is not arranged in any special order and it would be misleading to try to do so. Apart from any other considerations, the price range is immense. Some are selling into the prosperous section of the market only and overall their market shares are negligible. But they may still be worth stocking for higher profit margins if you are in the right position to attract more discriminating customers.

Manufacturers' marketing policies for different price ranges may also differ quite considerably. For example "Factor for Men" is marketed across the board and consumer offers are built-in. Basically the sales platform is "value for money." But "Royal Regiment" from the same manufacturer has a limited distribution. For this product Max Factor try to choose their outlets in terms of suitable positions and the likely support — and they deliberately build up an aura of exclusivity around the product. Faberge and Marcel Rochas are also selective in their choice of outlets.

Manufacturers' support for after shave lotions is relatively solid, with few gimmicks, and concentrates on the product itself. Reduced price offers are generally not felt to be compatible with a product which is still something of a luxury. As one manufacturer puts it: "You can't sell a dream at a cut price — and basically men buy after-shave because they fancy it will make them more attractive." This is the sort of thinking that has been accepted for the cosmetic market for years and is now being extended to after-shave preparations.

Market study

In this field immense attention is given to packaging and all launches are preceded by intensive market research. The Gillette programme which came before the introduction of "Spruce" is a case in point. The standards of presentation are very high and are another argument for making sure your customers can see what you have to offer.

The volume of manufacturers' advertising for after-shave preparations is not high. Shulton spend the most — around £140,000 a year and this expenditure probably represents 40 per cent of the total. Unlike their competitors, who concentrate on pre-Christmas sales, they spread their advertising throughout the year. They are the only manufacturer to use television consistently, although Gillette used it to introduce "Spruce" and Cussons are currently using television for the first time to introduce

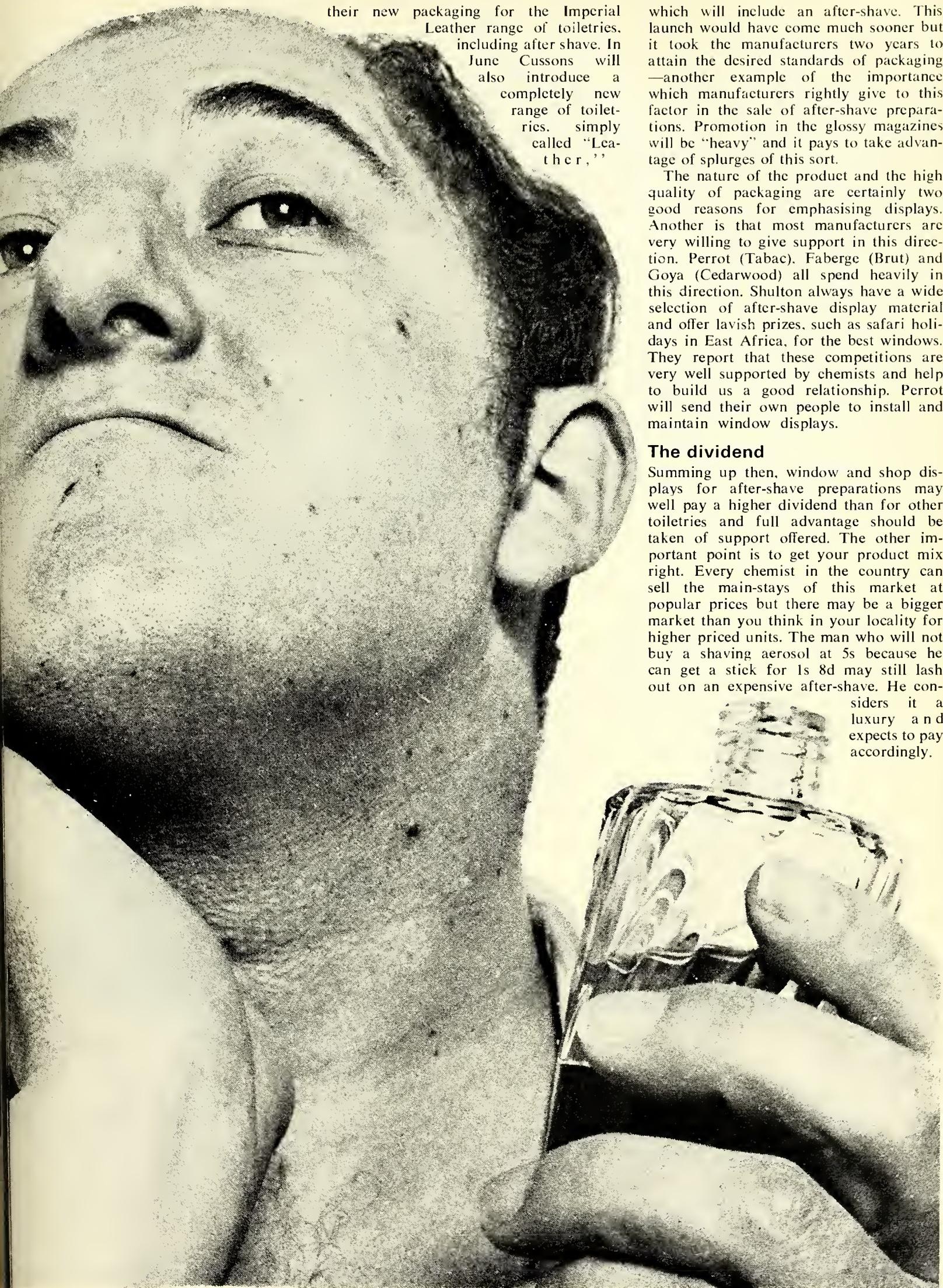
their new packaging for the Imperial Leather range of toiletries, including after shave. In June Cussons will also introduce a completely new range of toiletries, simply called "Leather,"

which will include an after-shave. This launch would have come much sooner but it took the manufacturers two years to attain the desired standards of packaging—another example of the importance which manufacturers rightly give to this factor in the sale of after-shave preparations. Promotion in the glossy magazines will be "heavy" and it pays to take advantage of splurges of this sort.

The nature of the product and the high quality of packaging are certainly two good reasons for emphasising displays. Another is that most manufacturers are very willing to give support in this direction. Perrot (Tabac), Faberge (Brut) and Goya (Cedarwood) all spend heavily in this direction. Shulton always have a wide selection of after-shave display material and offer lavish prizes, such as safari holidays in East Africa, for the best windows. They report that these competitions are very well supported by chemists and help to build us a good relationship. Perrot will send their own people to install and maintain window displays.

The dividend

Summing up then, window and shop displays for after-shave preparations may well pay a higher dividend than for other toiletries and full advantage should be taken of support offered. The other important point is to get your product mix right. Every chemist in the country can sell the main-stays of this market at popular prices but there may be a bigger market than you think in your locality for higher priced units. The man who will not buy a shaving aerosol at 5s because he can get a stick for 1s 8d may still lash out on an expensive after-shave. He considers it a luxury and expects to pay accordingly.





The latest FP4

World famous FP4,
the professional choice, is now in
cartridge.

Your customers have the best of
both worlds: a first class medium
speed, fine grain film in an
instant-load pack.

Versatile FP4 will get the best

out of all cartridge cameras.

Better results for your customers,
better profits for you.

Get loaded with FP4 126
cartridges. Now.



ILFORD FP4 instant cartridge

Ilford Limited, Photo Products Sales, Ilford, Essex. Telephone: 01-478 3000

NEW PRODUCTS AND PACKS

Baby products

Savlon babycare cream

CI Pharmaceuticals Division have introduced a new baby cream under the name Savlon babycare cream, for sale by chemists only. Savlon babycare cream, specifically formulated to prevent and treat nappy rash, may be ordered from wholesalers. Pack: 50-g tube (4s), display boxes hold one doz tubes. (Imperial Chemical Industries Ltd, pharmaceutical division, Alderley Park, Macclesfield, Ches.)

Diarrhoea mixture

Woodward's have introduced a diarrhoea mixture in a 135-cc bottle, cartoned to reflect the Woodward's brand image (3s 11d). The product is being advertised in women's magazines, mother and baby publications, and the nursing Press. Display material is available. (Sanitas Group Sales Ltd, pharmaceutical division, 43 Clapham Road, London SW 9.)

New Trufood breakfast

A new variety, grilled bacon breakfast, is being added by Trufood to their junior foods range (1s 3d). The food is made from grilled unsmoked bacon mixed with sliced potatoes, beans and onions in tomato sauce. (Trufood Creameries, Wrenbury, Nantwich, Ches.)

Cosmetics and toiletries

Sea Jade bath products

Our new bath products have been added to the Yardley range, incorporating their Sea Jade fragrance. To complement the tile and soap come Sea Jade bath foam, enough for 8-9 baths (1ls 6d); Sea Jade mini sea-horse soaps, guest soap in box of three (5s 7d); Sea Jade bath salts tablets (5s 11d) and Sea Jade dusting powder in presentation box with large puff. (Yardley of London Ltd, 33 Old Bond Street, London W 1.)

Scandinavian herbal bath

A new luxury herbal bath additive, "taken from an ancient Scandinavian mountain cliche," has been introduced by Nicholas Products. The ingredients of Norsebad



are designed to make the bath water feel soft, to refresh and invigorate the skin, and to leave the body smelling sweet and clean—without the use of soap.

Six herbal essences are incorporated: thyme, fennel, lavender, elder, chamomile and hops. Norsebad colours the bath water fiord-green, has a piney tang and produces a gentle foam. Packs are a one-bath sachet (2s), five-bath bottle (8s 3d) and ten-bath bottle (16s). (Nicholas Products Ltd, 225 Bath Road, Slough, Bucks.)

Pond's and Cutex extend ranges

Additions to the Pond's and Cutex ranges are announced by Chesebrough-Pond's.

Pond's light moisturiser is formulated to give invisible protection against parched skin, and can be worn day or night. Non-oily in texture, it is said to be an effective defence against moisture loss and to provide compensation for the decrease of natural oils that accompanies normal skin ageing. Intensive Press advertising runs until September. Packs are medium jar (5s 6d) and small jar (2s 8d). A sample size (1s) will be sold for a period.

Cutex Glossies are four "wet look" colours in lipsticks and matching nail polishes (both 7s). The colours are Slippery Scarlet, Slippery Saffron (coral pink), Slippery Sorrel (brown-pink) and Slippery Cyclamen (cyclamen pink). A counter unit incorporating a lipstick tester is available, and again intensive Press advertising is booked, running until August. (Chesebrough-Pond's Ltd, Victoria Road, London NW 10.)

Sundries

Mansize hankies

Kimberly-Clark have launched new "mansize" paper handkerchiefs. At one-foot-square the three-ply embossed handkerchiefs are being marketed under the Kleenex for Men brand, for some years the biggest selling facial tissue in this country.

The new handkerchiefs, almost twice as big, and twice as absorbent as ordinary paper ones, are the first new product to come off the temporary production lines at Prudhoe, Northumberland, where Kimberly-Clark are building a £10m paper tissue plant.

The packs have an eye-catching surface design with strong Kleenex for Men tissue associations, in red, grey and black. The launch is supported by merchandising material.

In addition to single packs the product will be supplied to the trade in triple packs for faster turnover, easier handling and reduced pilferage. (Kimberly-Clark Ltd, Larkfield, Maidstone, Kent.)

Photographic

Fuji still colour films

Fuji colour photographic film is now being marketed in the United Kingdom by Hanimex Ltd in a major drive on the £14 m still film consumer market (1969 sales estimate). The move is part of a worldwide sales drive by the Fuji Photo Film Company of Tokyo.

In their initial drive on Continental European markets, Fuji claim to have gained significant market shares at the expense of established competitors. Hanimex are aiming for a long term target of a 10 per cent share of the UK market.

The products to be marketed are: (negative films) Fujicolor NK100 126/12 car-

tridge (9s 9d) and 126/20 cartridge (12s), Fujicolor N100 135/20 cassette (10s 11d), 135/36 cassette (15s 3d), and Fujicolor N100 120 roll film (9s 2d); (reversal) Fuji-chrome RK100 126/20 cartridge (£1 1s 8d), Fuji-chrome R100 135/20 cassette (£1 1s 8d), and 135/36 cassette (£1 11s). All reversal films are process paid.

New Fuji film is rated at 100 ASA enabling photographs to be taken in poorer light than normal with popular cameras, or quicker action photos to be taken with more expensive cameras. Fuji-chrome colour transparencies will be processed in London by the Fuji Processing Laboratory. the negative film can be processed through any local processor. Negative film is processed by the same method as Kodacolor.

Although few details are available Hanimex are claiming to offer better trade margins than their competitors and the introduction is being supported by "considerable" consumer press advertising and display material for distributors. (Hanimex (UK) Ltd, 15 Great Dover Street, London SE 1.)

PREScription SPECIALITIES

ALUDROX tablets (new improved)

Manufacturer John Wyeth & Brother Ltd, Huntercombe Lane South, Taplow, Maidenhead, Berks

Description Each tablet contains 750 mg aluminium hydroxide sucrose stable mixture (containing 375 mg Al(OH)₃)

Indications Control of hyperacidity in peptic ulceration, dyspepsia and of gastric distress caused by drugs

Contraindications Patients with a restricted phosphorus intake

Dosage Two tablets half an hour after meals and on retiring. The tablets should be chewed before swallowing

Notes The tablets contain 250 mg of sucrose and this should be taken into account in the diets of diabetic patients

Packs Boxes of 60 (4s 2d trade 5s 6d retail) and 500 (24s trade, 32s retail)

Issued May 1970

VENTOLIN tablets

Manufacturer Allen & Hanburys Ltd, London E 2

Description Pink tablets, coded AH/IK, each containing 2 mg of salbutamol as the sulphate

Indications Bronchial asthma of all types, chronic bronchitis and emphysema

Dosage One or two tablets 3 or 4 times a day. Children 3-6 years half to one tablet; 6-12 years one tablet; over 12 years, adult dose

Precautions Care should be exercised in patients suffering from hypertension, myocardial insufficiency or thyrotoxicosis. As a rule, should not be prescribed with propranolol

Side effects Fine tremor of skeletal muscle in some patients

Packs Securitainers of 100 (trade price 16s 7d) and 500 (73s)

Supply restrictions Recommended treat as S4B

Issued May 1970

TRADE NEWS

NPUM to market

Actifresh for independents

NPU Marketing has secured the distribution rights for independent pharmacy for an 8 oz Actifresh aerosol. It will be distributed by their 34 wholesale depots throughout the United Kingdom.

Actifresh is a bacteriostat and fungistat which prevents the formation of body odours and is already being successfully applied by manufacturers to many branded items of shoes, clothing and bedding, etc. The aerosol form will retail at 8s 9d and is intended to be used for clothing such as shirts, blouses and suits. It is also effective for feet, shoes and socks. Actifresh is expected to prove a boon to people who have active jobs, sportsmen and women and those who work in hot atmospheres.

Twelve aerosols and three can crowders will be packed in a carton with six packs per outer.

The launch to NPU members is backed by advertising in the *Daily Mirror*, *My Weekly*, *Woman* and *Readers' Digest* during June, July and August. Posters will appear on 120 selected sites on London's underground. Actifresh is the registered trade mark of British Sanitized Ltd. (NPU Marketing Ltd, Mallinson House, 321 Chase Road, London N 14.)

New look for men's range

For the first time, Imperial Leather men's preparations are to be cartoned. This is to make them more practical and attractive for display, and to give them that "touch of luxury" necessary in today's environment of toiletries selling.

Both cartons and containers are designed in a uniform style, striped in red, white and black with a gold crest. (Cussons Sons & Co Ltd, Kersal Vale, Manchester 7.)

Titling services end

From May 31 Kodak Ltd are to discontinue the range of standard and de-luxe titling services for super 8, double 8-mm and 16-mm films. Other services such as duplicate films from double 8-mm Kodachrome and Ektachrome films, the movie film joining service for double 8-mm, super 8 and 16-mm films and the supply of reels and cans will continue to be available.

Ilosone distribution change

Eli Lilly & Co Ltd and Dista Products Ltd announce jointly that from May 2 the supply of all products in the Ilosone range will be handled by Dista and all future inquiries should be addressed to Dista Products Ltd, Speke, Liverpool L24 9LN.

Formulation and price are unchanged and wholesalers will continue to supply Ilosone bearing the Lilly label until stocks are exhausted, when packs bearing the Dista label will be supplied.

However, all packs of Pulvules Ilosone 125 mg are being deleted from the range when wholesalers' stocks bearing the Lilly label are exhausted.

Ilotycin erythromycin base is not being transferred and will continue to be available from Eli Lilly & Co Ltd, Basingstoke, Hants.

Eye drops in new pack

Brolene eye drops will shortly be available in a newly-designed 10-ml polythene dropper bottle. The drops will comply with the BPC monograph for eye drops. List price of the new presentation is 3s 6d. (May and Baker Ltd, Dagenham, Essex, RM10 7XS.)

Chemicals brochures

Two new brochures by Ward Blenkinsop & Co Ltd list the fine and pharmaceutical chemicals and industrial chemicals, manufactured at their works near Widnes, Lancs. Copies may be obtained from the company at Fulton House, Empire Way, Wembley, Middlesex.

Vaccine discontinued

Beecham Research Laboratories announce that manufacture of Flugen influenza virus vaccine has been discontinued. No further supplies are available. (Beecham Research Laboratories, Great West Road, Brentford, Middlesex.)

Formula changes

Parke, Davis announce that Abidec capsules are now being supplied with 4,000 units of vitamin A and 400 units of vitamin D per capsule. Geriplex Kapsseals now have a strength of 4,000 units of vitamin A. Both changes are to conform with Department of Health recommendations. (Parke, Davis & Co, Staines Road, Hounslow, Middlesex.)

Information wanted. The Editor would appreciate information on the following:
Fumigating pastilles (cones)
Cert tablets

Bonus offers

Bayer Products Co, Winthrop House, Surbiton, Surrey. Panadeine Co. Packs of 24 invoiced as 22, packs of 36 invoiced as 30. Until June 30.

Earex Ltd, Tulketh Street, Southport, Lancs. One Earex swim plugs or Earex dust and noise protectors free with every 12 Earex drops ordered through wholesaler (until May 30).

Radiol Chemicals Ltd, Stepfield, Witham, Essex. Radian B. Extra 10 per cent spring discount on orders of £7 10s and upwards. Parcels of £5 excluding purchase tax qualify for 7½ per cent discount.

Sanitas Group Sales Ltd, pharmaceutical division, 43 Clapham Road, London SW 9. Woodward's diarrhoea mixture. Initial bonus of 12 invoiced as 11.

Ask your Chemist for Carresin says the Nurse

But will he have it? asks Dr Crowther

With fourteen letters in the morning post all saying "My chemist has no Carresin" Sales Director Ken Rivers was feeling desperate. Every chemist in the country has been told about Carresin — every wholesaler given details. Nurses and Health Visitors are giving the new mother excellent working samples and telling them to "get it from your Chemist".



Carresin is a "chemists only" line — and here is the only sales channel blocked. In despair Ken reached for his gun* "Stop Ken!" we cried. "Tell the chemists once more about Carresin". Looking the pharmaceutical profession keenly in the eye Ken said "We don't want you to order a couple of gross of Carresin—but please put three bottles on your shelves from the wholesaler!"

New mothers WANT Carresin for use at nappy change —to control bowel bacteria on the skin (those which cause gastro-enteritis) to prevent nappy rash, to remove bowel soil. Don't you feel that you owe it to your customers—the new mothers—to have Carresin when they ask for it?

* He carefully chose an antique Dutch flintlock made by Leonard Graeff and having silver mounted ivory stocks, terminating in a silver helmet.



By Appointment to Her Majesty the Queen
Manufacturers of Dairy Cleansers
Hadleigh-Crowther Limited
Caversham Laboratories, Reading RG4 0AG

PROMOTIONS

Support for leading deodorants

One in four deodorants sold in the UK is a Beecham deodorant, claims the company in announcing more promotional support for their range. Body Mist accounts for 14 per cent of all deodorant sales in chemists, and is brand leader in the total aerosol and spray deodorant market, while Cool Charm is said to be the only growing roll-on in the market. Both brands will be supported intensively on both television and in the Press from May, continuing over the summer period. (Beecham toiletry division, Beecham House, Brentford, Middlesex.)

Zero panties get £160,000 launch

The national sales campaign for Zero disposable rayon panties (last week p 655) will be supported in the first five months by a £160,000 launch featuring colour television and Press advertising and a promotion with *Woman*.

This initial campaign is eight times the total industry expenditure for 1969. Television advertising starts on May 18 with five 30-second spots a week for five weeks in London, Midlands, Lancashire and Southern areas. Press advertising, breaking on June 6, runs through the summer with colour pages in *Woman*, *Honey*, *19*, *She* and *Annabel*.

In the biggest sampling operation ever undertaken for a disposable product, all 2,500,000 readers of the June 6 issue of *Woman* will receive a free pair of Zero disposable rayon panties. *Woman* will be promoting the offer with Press and TV advertising. (Reckitt & Colman Products Ltd, Danson Lane, Hull HU8 7DS.)

Badedas display units

New display units have been introduced for Badedas. For the five-bath tube a vivid, multi-coloured balloon design makes an eye-catching headboard for a counter unit, the "basket" being sized to hold 13 packs. The unit measures 14 in high by 7 in wide by 5 in deep.

The second dispenser, for use where there is restricted counter space, is a self-service wall fitment aimed to encourage impulse purchases. It holds 13 single-bath introductory tubes and measures 17 in high by 4 in wide by 1 in deep. Available until May 24 from the sales force. Both packs contain 13 tubes charged as 12. (Cussons Sons & Co Ltd, Kersal Vale, Manchester 7.)

Ilford FP 4 Challenge Cup

Following the success of the first Ilford FP 4 challenge cup competition in 1969, Ilford Ltd are repeating the event this year. There will be two sections, one for amateur photographers not connected with the trade and the other for photo-dealers and their staff.

Competitors must submit photographs taken on FP 4 film since October 1969, which will be judged on their "picture appeal."

Top prize in both sections is the FP 4

challenge cup, together with a Clarkson's "Majorca Sunshine Holiday" for two, and an FP 4 challenge cup personal shield. Twenty runners-up in the "amateur" section receive an FP 4 plaque and £10 voucher that can be exchanged for Ilford FP 4 film. Twenty "de" runners-up receive an engraved FP 4 plaque together with a "Paper Mate" gold-finish pen and pencil set.

Consumer offers

A series of limited-period offers on Old Spice are to go on sale at the end of May. With Old Spice lime after shave lotion a free lime smooth shave (15s 10d). Old Spice antiperspirant aerosol introductory offer of 2s off recommended price. Old Spice hair cream, 1s 4d off recommended price of tubes. Old Spice smooth shave, special offer economy pack of 284 g (9s 6d). Display packs available for all offers. (Shulton (GB) Ltd, 100 Brompton Road, London SW 3.)

Special 285-cc pack of Yardley Sea Jade hand cream to sell at 7s 11d (normal pack is 150 cc for 7s). Counter unit holding six available. (Yardley of London Ltd, 33 Old Bond Street, London W1X 4AP.)



A new counter unit for Q-Tips and Vaseline is being made available exclusively to pharmacists. In blue and white, it emphasises the babycare use of both products. (Chesebrough-Pond's Ltd, Victoria Road, London NW 10)

ON TV NEXT WEEK

Ln = London; M = Midlands; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; CI = Channel Islands.

Body Mist: All areas

Breck shampoo: All except E

Cool Charm: All areas

Disprin: Ln, M, Lc, WW, NE, A, We, CI

Heinz infant foods: All areas

Iron Jelloids: Ln, M, NE

Macleans: All except U, We, CI

Phylloasan: WW

Radox: All except U

Rennies: Ln, Y, Sc, WW, NE, A, We, B

Steradent: All except M, Sc, So, G, E

Target: Ln, WW, So, We

Vosene: All except E

COMING EVENTS

Sunday May 10

Border Region, Pharmaceutical Society, Red Lion Hotel, Chester-le-Street, at 11 am. Regional conference. Speakers, Mr A. Howell (president, Pharmaceutical Society) on "Matters of current pharmaceutical import, including health centres" and Dr J. R. Donaldson (medical officer of health for Tees-side) on "Health centres, with reference to the pharmaceutical service."

The Royal Society of Health. Study tour to Amsterdam, Holland.

Monday May 11

Birmingham Branch, Pharmaceutical Society, Berrow Court Hotel, Edgbaston, at 8 pm. Annual meeting.

Enfield Chemists' Association, Postgraduate Medical Centre, Chase Farm Hospital, at 7.45 pm. Annual meeting and members' night.

Romford Branch, Pharmaceutical Society, Macarthy's, Chesham Close, Romford, at 7.45 pm. Mr W. B. Reid on "Brazil—the country and the practice of pharmacy."

Tuesday May 12

Cardiff Branch, National Pharmaceutical Union, Park Hotel, Cardiff, at 7.45 pm. Annual meeting.

The Galen Group, Croydon and surrounding districts, Friends' Meeting House, Park Lane, Croydon, at 8 pm. Mr Stanley Thomas (member, Junior Magic Circle) on "Magic" with tricks.

Dudley Stourbridge Branch, Pharmaceutical Society, Stourbridge Institute, at 8 pm. Annual meeting.

Leeds Branch, Pharmaceutical Society, Great Northern Hotel, Leeds, at 8 pm. Annual meeting.

South-east Metropolitan Branch, Pharmaceutical Society, Medical Centre, Lewisham Hospital, Lewisham High Street, London, SE 13, at 8 pm. Annual meeting.

Wednesday May 13

Swansea and West Glamorgan Branch, Pharmaceutical Society, Dragon Hotel, Swansea, at 7.45 pm. Annual meeting.

Thursday May 14

Birmingham Branch, National Pharmaceutical Union, Chamber of Commerce, Harborne Road, Birmingham, at 7.45 pm. Annual meeting.

Blackpool Branch, Pharmaceutical Society, Imperial Hotel, Blackpool, at 7.45 pm. Annual meeting.

Durham County Branch, Pharmaceutical Society, Red Lion Hotel, Chester-le-Street, at 7.30 pm. Buffet dance.

The Royal Society, 6 Carlton House Terrace, London SW 1, at 4.30 pm. Mr D. H. R. Barton, on "Some approaches to the synthesis of tetracycline" (the Bakerian Lecture).

East Anglia Section, Society for Analytical Chemistry, Huntingdon research centre, Alconbury, Hunts, at 11 am. Meeting on "Pharmaceutical analysis and related applications."

Saturday May 16

Franco-British Pharmaceutical Commission, Imperial Hotel, Llandudno, at 9.30 am. Seventeenth congress (until May 18).

Sunday May 17

Square Association, Middleton House, Enfield, Garden party. First coach leaves Brunswick Square at 10.15 am.



25% extra profit for you

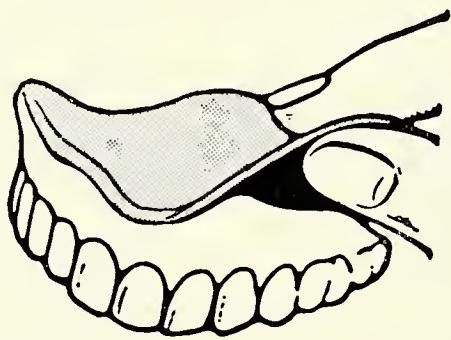
THREE FREE PACKS OF TRAMIL WITH EVERY DOZEN YOU BUY

Recommend Tramil to your customers for the prevention of holiday sickness and diarrhoea. And now ICC are offering you fifteen packs to the dozen—right up until the end of May! That means every time you sell your three free packs, you keep *all* the cash. So put your Tramil display where your customers can see it. After all, one fifth of it belongs to you! Order from your wholesaler or ICC salesman at 27/7 (best terms), retail price 52/6. Your profit, 24/11—47%!

Offer closes May 31st. Order today.

Profit on a plate!

with Snug
Denture Cushions



12 for the price of 11 (April/May only)
That's more profit on Snug
than ever before.

Bet you've never displayed Snug on your counter. Try it and surprise yourself. The handy six unit pack is a real space-saver.

Snug Denture Cushions are unique. That means customers come back for more and more.

The advertising campaign's got teeth in it too with continuous pressure in all the big daily and Sunday newspapers.

SNUG

TRADE MARK

DENTURE CUSHIONS

Distributed by **Fulford Williams**
proprietors of Doar's Pills, and other fine
medicinal and toiletry products.

MARKET NEWS

Trading depressed but prices remain firm

London, May 6: Trading in all sectors of the market was subdued during the week, nevertheless prices were mostly held firm because of a tight supply position obtaining in many instances.

New cascara peel was offered for the first time this season at 390s cwt, cif for September/October shipment. As there are no stocks of old peel on the spot it means that the market will be bare until almost the end of the year. Balsam Peru was dearer by a few pence per lb but hydrastis and witch hazel leaves were easier. West African kola nuts came on offer again from origin after an absence of several weeks. Ginger remained scarce on the spot but the forward position is promising with most origins now offering. Styrax was not available.

In essential oils there was a substantial reduction of 6s kg in the shipment price of lemongrass. Other oil prices were repeated.

Among pharmaceutical chemicals, exceptionally brucine is easier. Dearer are magnesium sulphate (by 50s metric ton), thiamine hydrochloride and mononitrate (by 18s and 11s kg respectively), pilocarpine (by £10 kg) and sulphacetamide (by 18s 6d kg). Iodides were marginally increased by one major supplier.

Pharmaceutical chemicals

Adrenaline: (Per g). Synthetic 1-kg lots, 1s 2d; 500 g 1s 4d acid tartrate, 1 kg 10½d; 500 g 1s.

Aluminium chloride: Pure 6s 5d per kg in 50-kg kegs.

Ammonium acetate: Kegs (50 kg) BPC 1949 7s 3d kg; solution (200 kg drums) strong, 2s 3½d kg.

Ammonium bicarbonate: (per lb in 1-ton lots) BP powder 9d. carbonate lump 1s 3d; powder 1s.

Ammonium chloride: 50-kg pure 2s 5½d kg.

Bemegride: BPC £16 kg.

Benzamine lactate: 500-kg lots, 1,023s per kg.

Brucine: Alkaloid 12s 6d; sulphate 10s in 1-oz lots. Lower rates for larger quantities.

Dienoestrol: 5-kilo lots 1s 3d kg.

Emetine hydrochloride: £450 kg;—bismuth iodide £212 10s.

Ephedrine: (25-kg per kg) Alkaloid 229s 3d; hydrochloride 178s; sulphate 183s 9d.

Ergometrine maleate: (Per g) 5g 144s; 10g 138s.

Homatropine: (500-g) Alkaloid 1,182s kg, hydrobromide 935s; hydrochloride 1,106s; methyl bromide 973s; sulphate 1,145s.

Hydrogen peroxide: 27.5 per cent £113 3s; 35 per cent £135 16s per 1000-kg in 50-kg containers.

Hydroquininone: 1-cwt lots 10s per lb; 1-ton 8s 6d.

Iodides: (Per kg); **Potassium** 28s 7d for 250-kg lots; **Sodium** 37s 7d (50-kg) (powder 27s 9d); **sodium** (25 kg) 37s 3d.

Iodine: Crude 24s 2d kg; 50-kg resublimed 40s kg.

Iodoform: (per kg) powder, 50 kg 67s 6d; crystals, 6s 6d more.

Magnesium hydroxide: BPC, £466 13s ton.

Magnesium oxide: BP (per ton); light £513 7s.; heavy £793 6s 8d.

Magnesium peroxide: (15 per cent) 438s 8d cwt.

Magnesium phosphate: 50-kg lots; Tribasic, BPC 1949 10s 4d kg in sacks; dihydrogen 9s kg.

Magnesium sulphate: BP crystals from £26 10s to £30 per 1000 kg; exsiccated £50 ton, ex works.

Magnesium trisilicate: 1-ton £448.

Phenazone: 1-cwt lots 9s 6d per lb.

Pilocarpine: 1-kg lots hydrochloride £78 19s; nitrate £77 17s.

Sulphacetamide: 50-kg lots of sodium 59s 6d kg.

Thiamine: Hydrochloride and mononitrate, 132s kg; 50-kg 130s kg; 25-kg 128s.

Zinc carbonate: BPC 25-kg sacks 5s 2d kg.

Zinc chloride: BPC 1959 sticks 23s 4d per kg, granular £125 metric ton.

Zinc peroxide: 1-cwt lots of BP 1953, 5s 3d per lb.

Zinc sulphate: monohydrate £58 metric ton; heptahydrate £35.

Crude drugs

Balsam Peru: Firmer at 15s 9d lb spot; 15s 3d, cif.

Buchu: Shipment 37s lb, cif.; afloat 34s, cif.

Camphor: BP powder 37s 6d kg spot; 30s, cif.

Cardamoms: Allepy greens 38s lb, cif; Guatemalan 47s 6d duty paid. Tanzanian 25s 3d, cif. Prime seed 52s, cif.

Cascara: Spot nominal, Sept-Oct shipment 390s cwt, cif.

Hydrastis: Spot 30s 6d lb; 29s 6d, cif.

Kola nuts: Jamaican 1s 4d lb spot; West African 11d cif afloat; 9½d, cif.

Ginger: (cwt) Jamaican No 3, 1160s, cif; African 625s spot, 610s, cif; Nigerian peeled 575s, cif; split 350s, cif, 375s spot.

Menthol: (lb) Chinese 60s spot; 59s, cif; Brazilian 36s, spot; 35s 6d cif.

Pepper: Sarawak white 3d 6d lb spot; 3s 4½d, cif; black 3s spot; 2s 6½d, cif.

Seeds: (Per cwt) **Anise:** Star, 140s, Spanish green 255s duty paid. **Caraway:** Dutch 165s. **Celery:** new crop July-August 395s, cif. **Coriander:** Moroccan 92s 6d spot; shipment 80s cif. **Cumin:** Chinese 165s; Iranian 165s, both duty paid. **Dill:** Chinese 125s duty paid; Dill: Chinese 125s duty paid;

Fennel: Chinese 115s (50-kg). **Fenugreek:** 70s duty paid, shipment 57s 6d, cif. **Mustard:** English: English 50s-90s as to quality.

Styrax: Nominal spot and forward.

Witch hazel leaves: Spot 4s 10d lb; 4s 9d, cif.

TRADE MARKS

Applications advertised before registration

'Trade Marks Journal' April 22, No. 4782

Creme Absolue de Lancome, B929,701, by Lancome SA, Paris, France. For non-medicated toilet preparations, cosmetic preparations; soaps, preparations for the hair and dentifrices, all being creams; and cream perfumes (3)

Bewotex, 935,764, by Tanneco Chemicals Inc, New York, USA. For soap for industrial purposes (3)

Water Sprite, 939,844, by Beecham Group Ltd, Brentford, Middlesex. **Quartz**, 941,623, by Les Parfums de Molyneux, Neuilly-sur-Seine, France.

Troubadour, 942,221, by Troubadour Fashion House Ltd, London SW 3. For perfumes, non-medicated toilet preparations, cosmetic preparations, dentifrices, depilatory preparations, toilet articles, sachets for use in waving the hair, shampoos, soaps and essential oils (3)

Sea Urchin, 944,351, by Pfizer Ltd, Sandwich, Kent. For perfumes, eau de Cologne, cosmetic preparations, dentifrices, non-medicated toilet preparations, toilet articles, soaps and essential oils (3)

Eldia 1-2-3, 945,928, by Unilever Ltd, Wirral, Cheshire. For soaps, perfumes, non-medicated toilet preparations, cosmetics, essential oils, preparations for the hair, dentifrices (3)

Yo-Ho, 946,455, by Boots Pure Drug Co Ltd, Nottingham. For non-medicated toilet preparations, perfumes, soaps, cosmetic preparations, dentifrices, depilatory preparations, toilet articles, preparations for the hair, sachets for use in waving the hair, shampoos and essential oils (3)

Strasenburgh, 945,145-46, by Pennsalt Corporation, Philadelphia, Pennsylvania, USA. For cosmetics, non-medicated toilet preparations, soaps, perfumes, depilatory preparations, preparations for the hair and dentifrices (3) and for pharmaceutical, medical, veterinary and sanitary preparations and substances (5)

Zany-Zee, 937,477-78, by Studio Cosmetics Ltd, Havant, Hants. For perfumes, non-medicated toilet preparations, cosmetic preparations, dentifrices, depilatory preparations, toilet articles, sachets for use in waving the hair, shampoos, soaps and essential oils (3) and for deodorants (5)

Luminante, 939,679-80. **Tuyara**, 939,697-98, by British American Tobacco Co Ltd, London SW 1. For perfumes, non-medicated toilet preparations, cosmetic preparations, dentifrices, depilatory preparations, toilet articles, sachets for use in waving the hair, shampoos, soaps and essential oils (3) and for deodorants, medicated creams and medicated lotions (5)

Pendipan, **Leocortol**, 928,661-62, by Løvens Kemiske Fabriks Handels AS, Ballerup, Denmark. For pharmaceutical preparations and substances for human and veterinary use (5)

Minalka, 930,882, by V. Berthelsen Industrial Commercial Co A/S, Hellerup, Denmark. For pharmaceutical preparations containing mineral salts; dietetic foods and dietetic beverages; preparations of vitamins and of vitamins and minerals (5)

Bactrian, 932,956, by J. M. Loveridge Ltd, Southampton, Hants. For antiseptic creams (5)

Lammbi, 935,767, by Mo Och Domsjö AB, Ornsköldsvik, Sweden. For sanitary towels, sanitary tampons and diaper pads, all made of cellulose tissue (5)

Planova, B936,658, by G. D. Searle & Co, Skokie, Illinois, USA. For contraceptive preparations for female use (5)

Cooper's Supamix, 939,457, by Cooper McDougall & Robertson Ltd, Berkhamsted, Herts. For sheep dips and cattle dips (5)

Bermuda Breeze, B939,797, by Pfizer Ltd, Sandwich, Kent. For sanitary preparations and substances; disinfectants, air fresheners, deodorants and anti-perspirants (5)

Dexcafe, 939,957, by Philip Farrington, Offerton, Stockport, Cheshire. For pharmaceutical preparations and substances, all in tablet, pill or capsule form, and all being coffee flavoured (5)

Levius, B940,181, by Societa Farmaceutici Italia, Milan, Italy. For chemical products for hygienical use; pharmaceutical and veterinary preparations (5)

Intacrom, 940,187, by Fisons Pharmaceuticals Ltd,

Loughborough, Leics. For pharmaceutical, veterinary and sanitary substances; infants' and invalids' food; bandaging material; dental preparations; disinfectants (5)

Astolact, 940,615, by Astra-Ewos AB, Södertälje, Sweden. For pharmaceutical preparations for veterinary use containing milk or milk derivatives for the treatment of gastro-intestinal disorders; prophylactic preparations for use as additives to animal foodstuffs (5)

Duvaxyn, 940,696, by NV Philips-Duphar, Amsterdam, Netherlands. For veterinary products and preparations, all in the form of vaccines (5)

Reccol, 941,233. **Sivro**, 941,237, by Reckitt & Sons Ltd, Hull, Yorks. For pharmaceutical, veterinary and sanitary substances; disinfectants, deodorants and insecticides, all for sale in the United Kingdom otherwise than for export, but not excluding goods for export to the Irish Republic (5)

Immobilon, B941,239, by Reckitt & Colman (Overseas) Ltd, Hull, Yorks. For drugs for immobilising animals, all for export except to the Irish Republic and the Channel Isles (5)

Otaswab, B941,296, by Morda Ltd, London N 11. For impregnated swabs for sterilising and disinfecting hearing-aid earpieces (5)

Sandomigrin, 941,525, by Sandoz Products Ltd, Horsforth, Leeds. For medicinal preparations for prophylactic use in the treatment of migraine attacks and headaches of vascular origin (5)

Micro-Novin, 942,028, by Ortho Pharmaceutical Corporation, Raritan, New Jersey, USA. For pharmaceutical preparations containing hormones (5)

Instapar, 942,783, by Wellcome Foundation Ltd, London NW 1. **Capral**, 947,369, by Sterwin AG, Zug, Switzerland. **Kirpen V**, 948,072, by H. & T. Kirby & Co Ltd, Mildenhall, Bury St. Edmunds, Suffolk. For pharmaceutical preparations and substances (5)

Cbrysocycline, 942,875, by Societa Farmaceutici Italia, Milan, Italy. For chemical products for use in hygiene; pharmaceutical and veterinary preparations; all containing tetracycline (5)

Minidon, **Minidone**, 943,167-68, by E. R. Squibb & Sons Ltd, Twickenham, Middlesex. For oral contraceptive preparations (5)

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INDEX TO ADVERTISERS

A. & H. Heyman	702	Hadleigh-Crowther Ltd.	697
André Philippe Ltd.	702	Ilford Ltd.	694
Aronde Laboratories Ltd.	702	Inter Alia	PLS
Berk Pharmaceuticals Ltd.	687	International Chemical Co.	699
Burroughs Wellcome & Co.	PLS	James Burrough	702
Burroughs Wellcome & Co.	670	Lastonet Products Ltd.	678
Cussons Sons & Co. Ltd.	672	Miles Laboratories	682-683
Dae Health Laboratories Ltd.	708	Miracle Dot Ltd.	PLS
DDSA Pharmaceuticals Ltd.	PLS	Pan Am (Pharmaceutical Division)	669
Dixor Ltd	703	Polaroid (UK) Ltd.	688-689
Dollar Rae	701	Reckitt & Coleman Toiletries Division	681
Fulford Williams	700	Scott & Browne Ltd.	676
Glaxo Laboratories Ltd.	690	Selparm Laboratories Ltd	707

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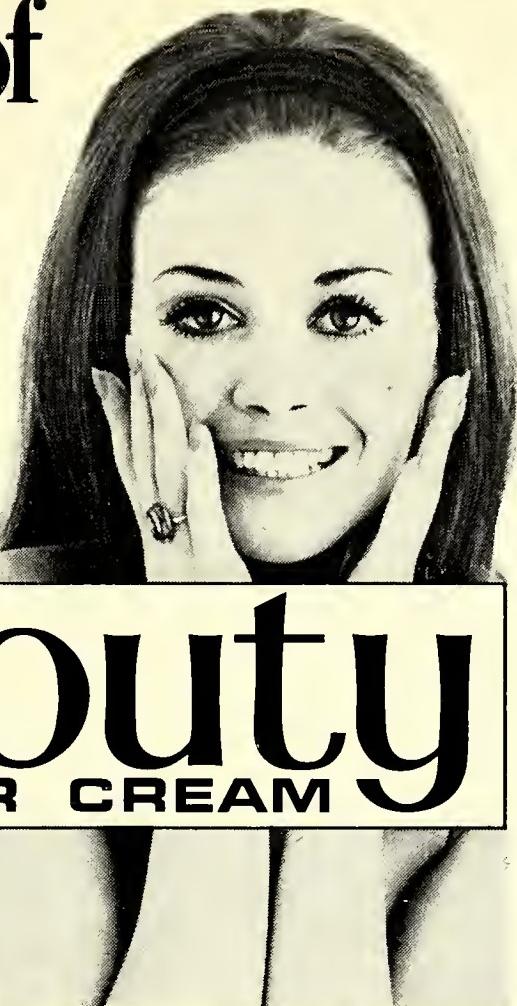
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(Category V)
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APPOINTMENTS****ROYAL INFIRMARY OF
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134

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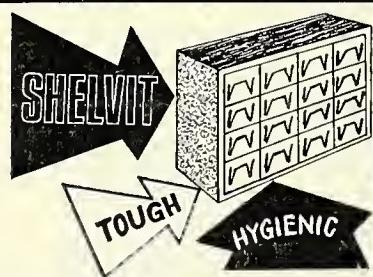
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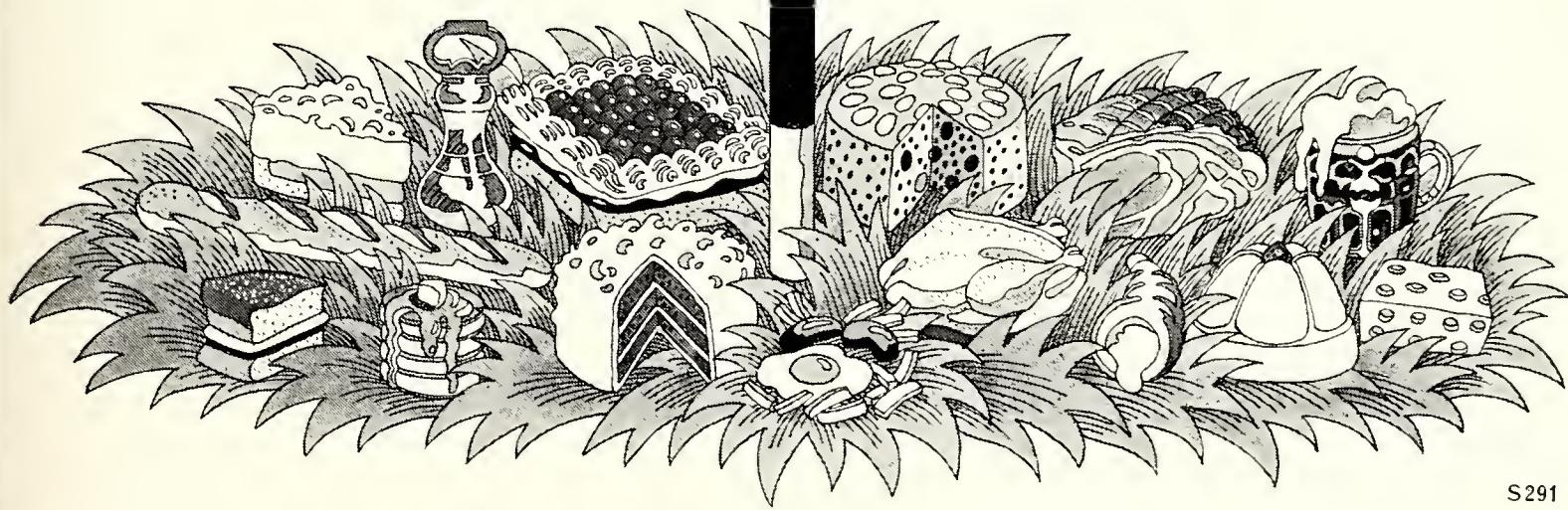


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Shopfitting and Display

Supplement to Chemist & Druggist May 9, 1970



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London Showroom: 22 Bruton Street, Berkeley Square, W.1. Tel: 01-629 4881/2. And at Birmingham, Bristol, Cardiff, Glasgow and Oldham

JUBILEE YEAR 1970

Remploy



Shopfitting and Display

Contents

Method on the move	3
Flexibility in a small pharmacy	4
Biggest pharmaceutical shopfitters in Britain	6
Re-styling in character	8
Second helping	9
Refits really start outside	10
Total look' shop planning	13
New introductions and services	13 & 14

Method on the move

We are now actually *attracting* customers for the first time." Those were the words, spoken by Mr G. Burr, managing director of A. A. Ringer Ltd, Southall, that we used to introduce a recent C&D feature entitled "Pharmacy refits repay" (January 31, page 128).

The message behind them serves as an excellent starting point for this review of some of the latest developments in shopfitting and display.

In that earlier feature we told how the 50-year-old Ringer shop in the Market Place had been completely re-styled, and counted Mr Burr's verdict on the results of the operation:

"People are now coming in whom we've never seen before, and our regular customers are telling us: 'It's worth coming down to your shop now.'"

Certainly, a complete refit is outside the means of many—particularly under present circumstances—but the object of this supplement is to give a broad indication of what can be done in the way of improvements on many different scales, ranging from the complete "facelift," through instant shopfronts," shelving and free-standing units, down to merchandise display itself.

But first, it will be helpful to take a look at the way in which shopfitting ideas have been moving, both in general and, more specifically, as they relate to pharmacies.

The trend towards flexibility, apparent for some years now, has accelerated in the last 12 months — the refinements in the Eustace & Partners "E Plan" and the newly-introduced Storeplan system devised

by J. M. Shopfitters are excellent examples of how that principle is being further developed.

Lightweight, interchangeable units that are readily adapted to a multitude of specialist purposes are proving a boon to those who see the possibilities of stepping-up business through exploiting variety in their merchandising — a strong card in the hand of the independent pharmacist.

Coupled with the idea of interchangeability, recent months have seen a marked increase in the popularity of "stand merchandising."

The advantages of this type of presentation are particularly marked when one is dealing with a small selling area that has to cope with a very wide range of products. No one knows this problem better than the retail pharmacist.

Perhaps the first thing to commend itself about "stand merchandising" in small premises is the mobility of the units themselves. Lightweight structures, they are easily re-positioned to give varying stress to selected product promotions. And, of course, they allow for a good deal of experiment in shop layout in order to achieve the best positional balance.

The second principle recommendation is the amount of merchandise display area the stands provide in relation to the floor space they occupy. For example, eight linear feet of display can be provided by a stand taking up an area little greater than 2 sq ft.

A number of product suppliers make their own stands available to retail stockists — Johnson & Johnson, Trimster and William Freeman are among examples that have recently been noted in the C&D.

Self-selection is always a thorny problem for the pharmacist, and most are inclined, wisely, to err on the side of caution. But here, again, the leading shopfitters are increasingly geared to cope with the special considerations the pharmacist has to weigh.

Evidence of this is in "custom built" services that have been introduced recently (some of them are described in detail in this supplement). What happens under these schemes is that when the shopfitter is contacted by the retailer wishing to modernise, instead of submitting a selection of pre-designed schemes, a representative calls and thoroughly discusses the particular problems of the client before a plan is evolved. In this way, the pharmacist would be able, say, to decide on an area for self-selection in immediate view from the dispensary hatch.

Moving to the outside of the premises, the same theme of flexibility is being exploited: lightweight fascia units that can be installed with a minimum of time and labour, interchangeable window bases and backs, even whole, prefabricated shopfronts are now becoming available.

If anyone still clings to the outmoded idea that shopfitters are principally concerned with "making pretty pictures" or producing the effects that *they* want to produce, regardless of the hard, practical

needs of the business they are serving, he will be quickly disabused by a study of the products and services currently being offered.

Throughout, the emphasis is on shop layout without frills and with the interests of the retailer and *his* customer put before any other consideration.

It may well be that 1970 will be remembered as the year when shopfitting really "came of age" as an integral part of retail merchandising.

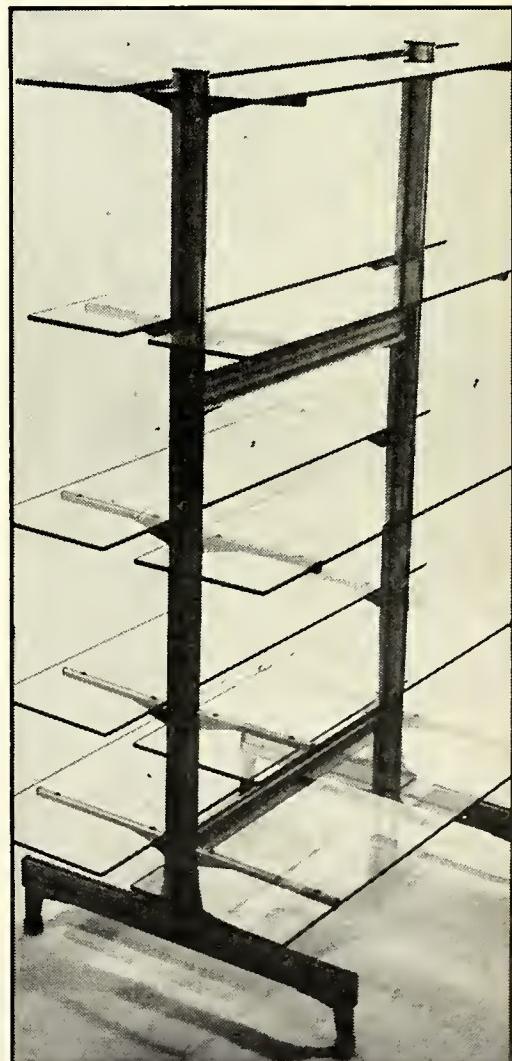
A flexible gondola

The Selflok gondola system attracted considerable interest from chemists at the recent Shopshow exhibition, say the distributors, Curtis & Baker (Concessionaires) Ltd, Godstone, Surrey. The model shown on this page is a typical unit designed to carry 10 shelves up to 4 ft long, these can be supplied varying in width between 6½ in and 10½ in.

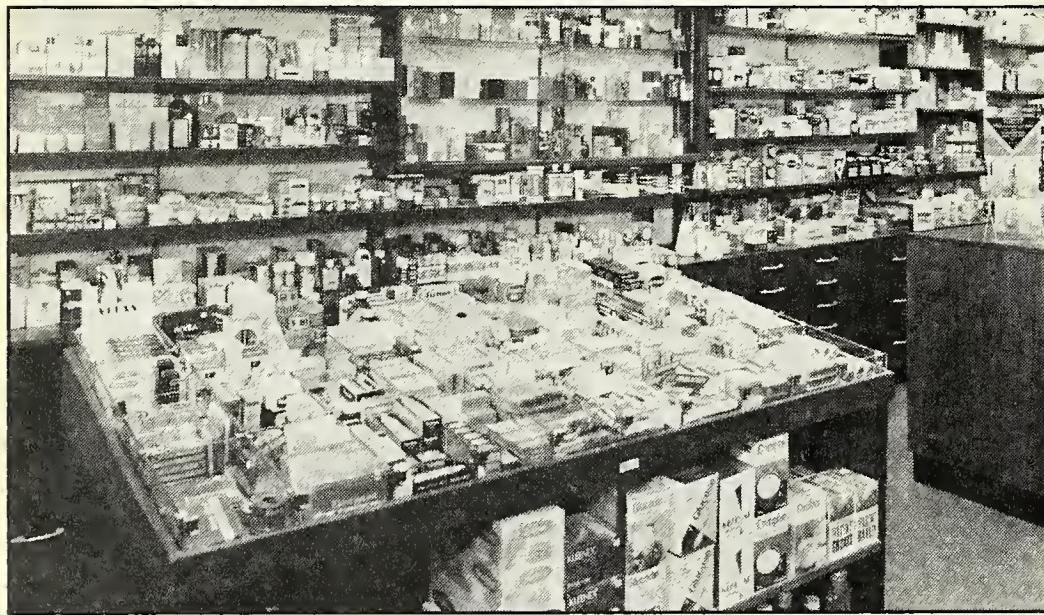
Dimensions are: height, 4 ft 5 in; length, 2 ft; width, 2 ft. Weight, excluding glass, is 9 lb.

Gondolas are supplied to customers' own specifications, the variation in size, shape and carrying capacity being virtually unlimited, say the suppliers.

The units are available in partly-assembled kit form in silver, gold, bronze and black anodised finishes.



Flexibility in a small pharmacy



How recent developments in flexible shop-fitting schemes can solve problems in small pharmacies is well exemplified in the work that has just been completed at the premises of S. J. French, 302 Lower Addiscombe Road, Croydon, Surrey.

The sales area of the premises is little more than 25 ft deep, by 20 ft wide at the broadest point. The premises themselves are by no means modern and the shape not an easy one to tackle — a chimney breast had to be removed before the actual fitting could begin — but the finished result has produced clean lines and a remarkable amount of merchandise-display area in the limited space that could be made available.

The system used is the E-Plan of Eustace & Partners Ltd, London, W 3, and the result, based on a combination of variable units, could serve as a copy-book example of space exploitation.

The whole job has been carried out with a series of five-foot modules along the perimeter walls — all of them variants on a single structure and each one capable of modification to the requirements of an individual customer. The pictures on this page give an indication of the permutations that are possible.

Apart from the wall fittings, there are two free-standing units — one for self-selection display, the other a counter — which are also, themselves, combinations of smaller basic units. The keyword is very much flexibility.

On entering the shop, the free-standing unit with its range of self-selection merchandise, slightly to the left of the door, is the first thing to take the eye.

Along the left-hand wall are ranged toiletries, cosmetics, health foods, photographic goods and (nearest the dispensary at the rear) "ethical".

Inside the door to the right is a 10-foot run of shelving housing a display of baby foods and allied goods, followed by a good selection of men's toiletries.

At that point the wall turns in at a right-angle for some six feet. That frontage has been utilised for a show of hair-care and dental-care products.

The remainder of the right-hand wall, running back to the dispensary, is occupied by comfortably-upholstered seating for those waiting for prescriptions.

One of the important features of the re-styling has been the provision of a hatchway from the dispensary giving a clear view of the whole sales area. From it, the pharmacist has an immediate view of the counter unit and, just beyond that, the free-standing unit already mentioned.

A door immediately adjacent to the hatch and opening beside the "waiting area", provides easy communication between the two sections of the pharmacy.

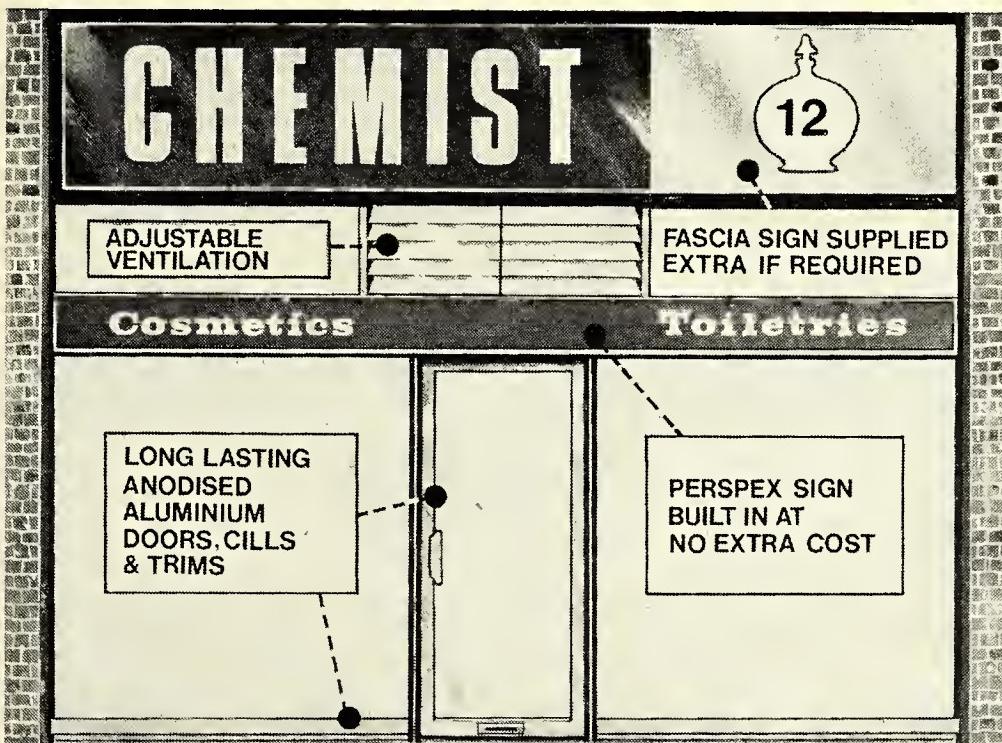
Top: The left-hand wall of the refitted pharmacy. A "shadow box" with two glass sliding doors provides a focal point for display. The counter unit is seen on the right

Centre: A wide range of quick-sale goods are shown on the sloping-top self-selection unit in the foreground

Bottom: Baby goods, dental care and hair care products are prominent along the right-hand wall

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Largest pharmaceutical shopfitters in Britain

To provide their retail branches with the most efficient tools to do a job of selling is the aim of the shopfitting department of Boots Pure Drug Co Ltd, the largest comprehensive shopfitting unit in Great Britain and possibly in Europe.

Covering 4½ acres and sited in Nottingham, the activities of the unit have changed during the last decade, reflecting the new retailing techniques and the growth of the organisation. The depart-

ment was originally known as Boots Business Systems and was formed not only to cope with the company's retail shops but also to provide fittings and fixtures under contract, for banks, libraries and insurance companies. In those days fittings were made to last, each being made individually and costs reflected accordingly.

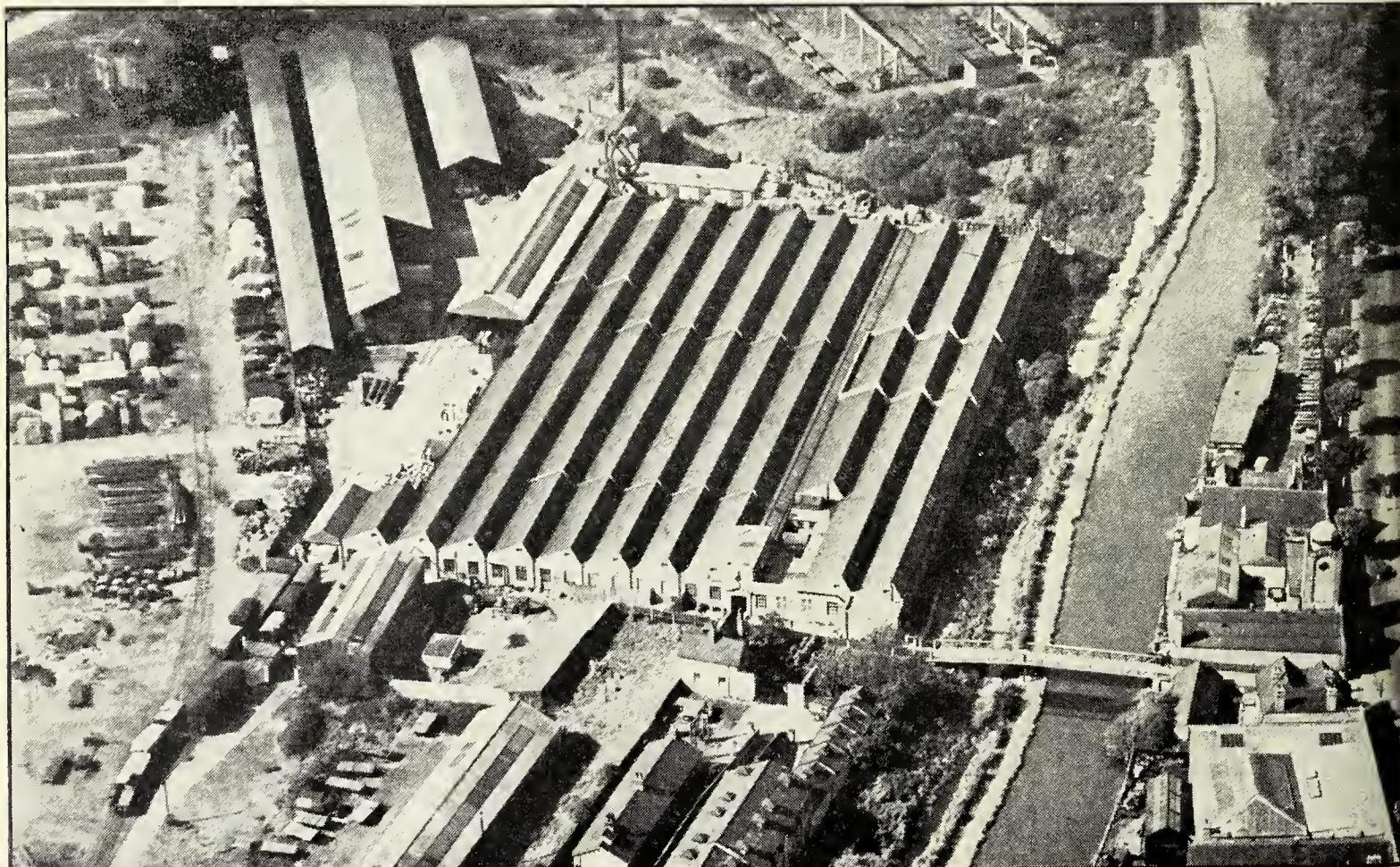
In 1962, the department under the present manager, Mr Roy Martin, adopted standard modules, and a knock-down sys-

tem based on a 2 ft 6 in unit was devised and what has been described as a "restricted multiplicity of interchangeable parts" built up. The change meant a new approach was necessary within the shop fitting unit. French polishing was "out" and fittings were designed and built on engineering principles, repetitive processes being carried out to limited tolerances.

Drawers — often as many as 1,000 per day, are made and assembled and despatched from the present department, yet many do not meet the "space" to which they are destined until minutes before use. Therefore, the necessary tolerances to achieve such demands must be strictly adhered to.

A constant feed-back of experience from branches and head office committees lead often to the building of prototypes, but normal production almost entirely consists of a series of standard free-standing and wall fittings, dispensary units, cupboards for Dangerous Drugs, poisons and

An aerial view of Boots Shopfitting Works, Nottingham



Design on plastic laminate used for Boots shopfitting

staff clothing, panelling and display cases and shop fronts. Dispensing aids, such as label holders, waste paper bins, formulary holders, have been "looked at" and, so far as possible, units designed to take advantage of repetition process techniques.

The new retailing outlooks have changed the life cycle of fittings and fixtures and there has been a constant lookout for items that will enhance retailing performance.

The department has a kiln drying unit for reducing timber moisture content and there are other sections devoted to timber stores, wood machining, joinery, together with a number of ancillary sections concerned with sign-writing, glass cutting and grinding, engineering, plating and packing case manufacture.

When the decision is made to fit or refit a branch, a draughtsman visits the site, takes the relevant measurements and returns to the office to prepare the necessary drawings — one of which trans-

lates the architect's design onto a large scale plan. The draughtsman is also responsible for preparing a list of requirements of the standard units and also the special units or fixtures that may have to be ordered.

The requisition forms are passed to the various departments for completion and the workshop foremen are responsible for ensuring that delivery times are achieved.

An important section of the work is the making of aluminium doors and window frames. The company has a series of standard sizes "on hand" but where necessary special fronts are built-up using aluminium extensions designed by the company.

The packing case department produces a variety of cases — in soft- and plywood and is also responsible for the manufacture of pallets, a number of which are being prepared for the new warehouse unit now being completed.

Altogether there are 350 employees in

the department ready to meet orders that can vary from a staff noticeboard to the equipping of one of the latest Boots stores type of operation. Storage of fittings and fixtures and raw materials is quite a complex problem. The unit orders aluminium ticket strips in seven ton lots. The main sizes of screws are requisitioned 300 gross at a time every three or four months.

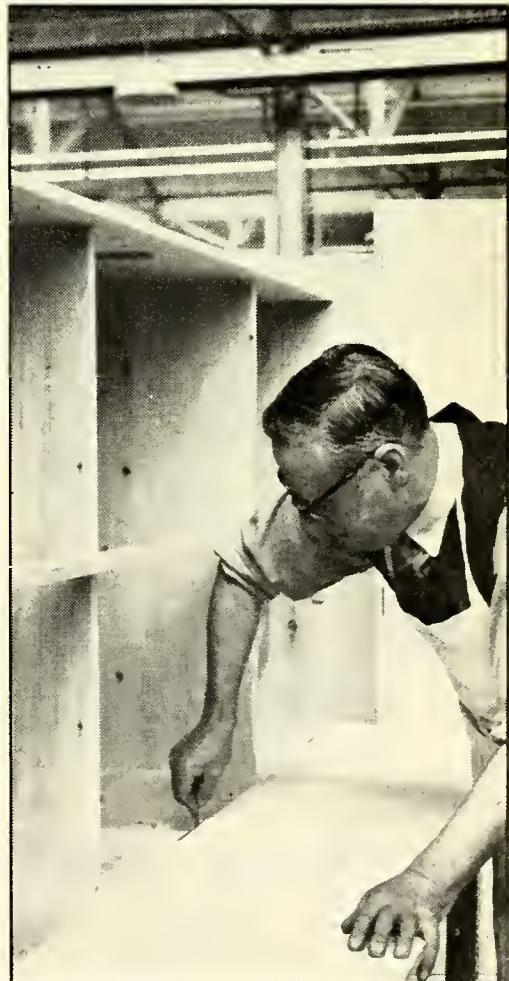
Nails are ordered "by the ton". Similar weights of glass are handled and the whole unit yields 20 tons of sawdust and wood chippings per month! Much smaller quantities are involved in a plating unit where they can deposit cadmium, copper, nickel or silver as required.

A feature of the shopfitting organisation is the encouragement that is given to apprentices and learners to progress through day release classes. Mr Martin is a keen believer in the necessity to plan for the future. It seems to be but one aspect of the continuous forward thinking encouraged within the organisation.

Part of the shopfitting department



Fitting doors to a poison cupboard



Re-styling in character

What do you do after taking over a pharmacy that you believe has real potential, but is at the present time operating on a more-or-less static turnover, is furnished with out-dated fittings and a "make-do" dispensary?

That problem faced Mr Douglas Skeeles MPS, who already operates three pharmacies, when he recently acquired T. Buxton & Co Ltd, 77 Queens Road, Bristol — a business that was established in 1845.

Mr Skeeles' answer was: "Complete modernisation."

Buxton's (the name has been retained) had, in addition to the features already mentioned, certain others — it was one of the best-known French perfumery and cosmetic houses in the West Country, and was also unusual in having a large homoeopathic dispensing department.

Those factors were borne in mind and in collaboration with Mr Ken Long, the National Pharmaceutical Union pharmacy planning executive, Fyne Storefitters, Mimram Road, Hertford, were called in.

The section of the shop dealing with perfumery and cosmetics was completely re-designed and new ideas in presentation, lighting and selling put forward. A large

increase in sales has already proved the excellence of the new layout from the customer sales angle, says Mr Skeeles.

The whole of the shopfitting was carried out in sapele mahogany to retain the atmosphere of the business, and much of

the original decor of carboys, shop rounds, etc has been retained in the modernisation.

The dispensary has been completely modernised for ease and quickness of operation incorporating the latest Fyne-store tablets storage units.

An exercise in modernisation while retaining character: our picture illustrates the blending of new and old at Buxtons of Bristol



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Second helping

When J. & P. Head decided, some four years ago to modernise their pharmacy at Forest Row, Sussex, they called in Counterpoint (Store Equipment) Ltd. When they recently opened a second shop at Uckfield, it seemed natural to Mr Head to turn again to the same quarter.

The Uckfield premises were built as two units, although they have always been occupied as one with a connecting arch in the division. It was formerly a furniture store, but has now been transformed into a fine new pharmacy.

The old shopfront has been retained because it is in excellent condition and being fully glazed, provides a full view into the pharmacy sales area. The floor, which is carpeted a deep blue, has also been left unaltered, and Mr Head says that the carpet is proving a very practical flooring.

The solid dispensary counter, part of the previous furnishing, is situated at the rear of the right hand section and accommodates the cash till and a selection of "impulse" merchandise displayed in manufacturers' dispensers. Behind is the dis-



pensary itself and the pharmacy office. Attention is drawn to this area by a suspended illuminated sign reading "Prescriptions."

On the rear wall, behind the counter, are two Counterpoint wall units, one of which contains a see-through serving hatch into the dispensary. Otherwise, the units are fitted, with shelving above displaying medicines and sapele-fronted stock drawer units below.

The run of units along the right-hand wall of this section displays toiletries and is fitted with sapele mahogany fronted stock drawers, low level open stock shelving, open display shelving and glass display cabinets. In the centre of the pharmacy is a double-sided gondola run stocked with less expensive toiletries, shampoos, toothpastes and soaps.

In the left-hand section of the pharmacy,

Centre: the dispensary counter and central gondola unit. A hatch from the dispensary is cut into the back panel

Counterpoint wall units have been positioned along three walls and in the centre of the sales area is another double-sided gondola. All the units have open shelving and have wide-base display shelves for bulky merchandise.

The units along the rear wall carry surgical sundries. Along the right-hand wall are baby foods, slimming foods and a selection of miscellaneous goods such as bibs, nappies and pants. There are many young families in the district, and Mr Head has installed this extensive display to cater for their needs.

The right-hand wall and double-sided central gondola display tissues and a wide variety of household goods.

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Refits really start outside

The value of a re-styled shop interior in terms of profit-growth is nowadays accepted by all but the most die-hard retailers. Few would argue that they can trade efficiently and with shelving and other equipment that is 20 or 30 years old.

It is surprising, therefore, that the same logical acceptance that modernisation pays for itself, does not extend to the shopfront.

There are, of course, a variety of reasons that come easily to hand to justify this state of affairs. It is argued that a lot of people tend to consider their shopfront as a permanent fixture and structurally part of the building; they have become accustomed to its inadequacies and accept them as they accept other limiting factors of the structure inside the shop. Other reasons such as costs, the degree of disturbance, are more frequently submitted to justify postponing the investment, to themselves and others.

Shopfitters themselves will admit some responsibility for this state of affairs, for quite frequently shopfront schemes submitted have embodied many desirable architectural features but have been lacking in one feature which would have the most appeal to the retail pharmacist, ie, reasonable cost.

Is it therefore possible to embody good design and reasonable cost in a shopfront? —the answer is "yes" in exactly the same way as the shelving manufacturers have been successful in emphasising to the public the goods rather than the shelves, a well designed shopfront is to be looked through—not at.

This is the starting point that has been adopted by Unit Shopfronts Ltd, Perivale, Middlesex. Their studies have enabled them to produce a comprehensive price list for over 600 shopfront designs in 78 different sizes. An example of this company's costing system is shown below, based upon replacing a shopfront size 16 ft x 9 ft:

Their "D" range shopfront constructed in hardwood and aluminium with centre door and perspex transom sign has an ex-works cost complete with plate glass of £445.

Plus delivery and installation charges £77 makes a total £522.

Optional extras include: (1) Removal of existing shopfront £15; (2) Illumination to sign panel £30; (3) Fabricated completely in aluminium £20.

So the total cost for this type of shopfront delivered and installed complete can be as low as £522 or complete with all possible extras for a total of £587. Mr C. Varley, managing director of Unit Shopfronts, confirmed to the C&D that his company installs over 300 shopfronts each

25 per cent gain in selling space.

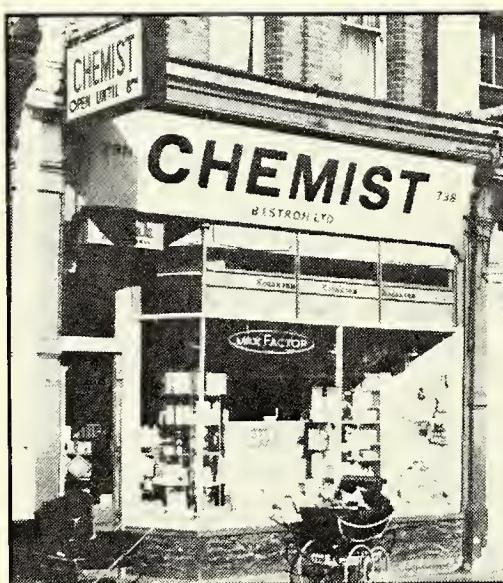
It is unnecessary to go to the same depth in examining the numerous advantages gained from removing the older style window enclosures, window beds and so on. By far the main advantage to be looked for is the new shopfront's effect on turnover.

On this point the soundness of the improvement stands or falls, yet the calculation is surprisingly simple. As an example, if your present weekly takings are £400 and your gross profit margin 25 per cent, this would yield a total gross profit of £100 per week to meet all salaries, overheads and expenses and to show a net profit of say £2,000 per year.

If we assume the turnover only goes up by no more than 10 per cent—that is a total of £40 additional business per week, and 25 per cent gross profit adds a further £10 per week to your gross profit. But that's not quite right, because you are not paying any more rent, rates or taxes and for such a small increase your other overheads won't have gone up either, therefore the £10 a week is not a gross profit increase but a net profit increase.

On paper that looks a very good argument for a new shopfront, but will shopfitters want to be paid at the rate of £10 per week? Returning to Unit Shopfronts, they have a scheme that allows payment for a new shopfront to be spread over a period of up to 36 months. As a sign of confidence in the increased takings that result from a new shopfront installation they say they are prepared to finance any sum, provided the repayments would be covered by gross profit margin on a 10 per cent increase in takings.

If, therefore, the example shopfront mentioned above were to be supplied on finance terms, the total cost would be £522. That would require a deposit of £122, and the balance, financed over 36 months including all charges, would work out to a cost of £3 7s. per week. Under these circumstances with average takings of £400 per week, an increase in takings of only 4 per cent would cover the total repayments.

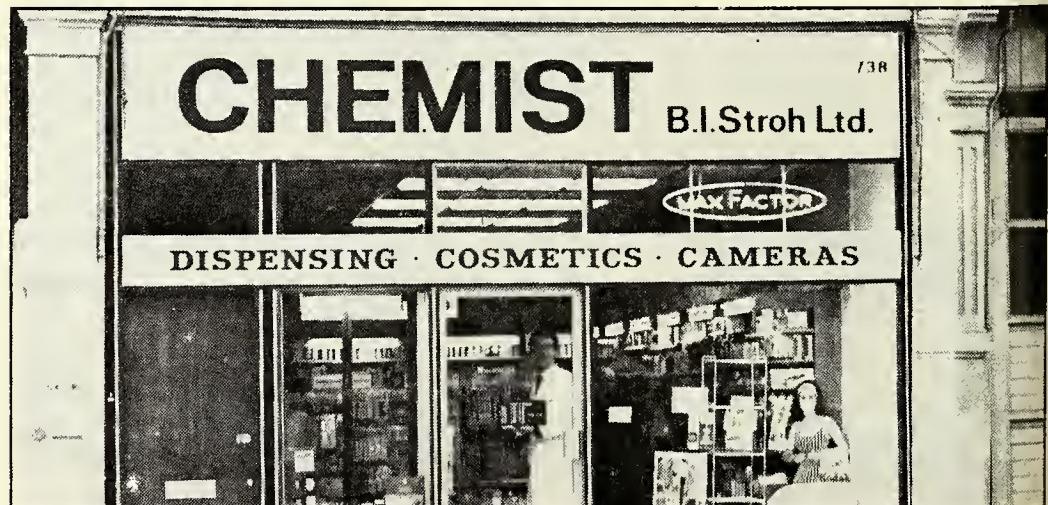


year at an average cost of under £600 each.

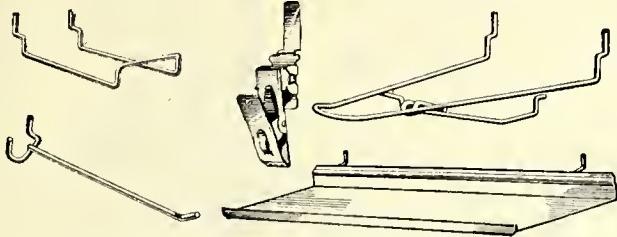
Having established an average cost price for a shopfront, we can now look in detail at the advantages that would accrue from such an investment. If your existing shopfront has, say, a recessed lobby, the average depth of the unit would be about 3ft. With a flush front 16ft wide you would gain an immediate 48 sq ft of shop area—which may not of itself seem significant until compared to the true total of your present shop area, allocated to customer circulation.

If for example in your present arrangement you have counters and shelves both sides of the shop to a depth of 30ft, the total area allocated to customers would work out at less than 200 sq ft, so an increase of 48 sq ft provides in real terms a

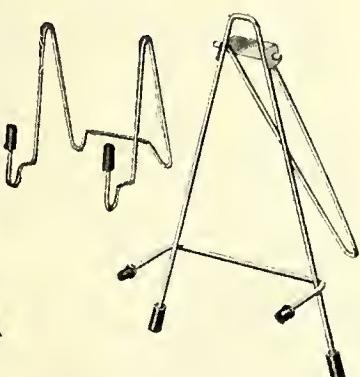
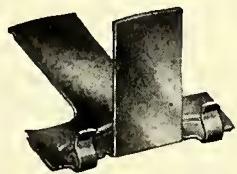
Shopfronts are for looking through—and can also give help with providing additional space. Our "before and after" pictures of the pharmacy of B. I. Stroh Ltd, 738 Holloway Road, London N19, give an indication of the space-gain and increase in visual "accessibility" of the premises following the recent installation of a Unit Shopfront



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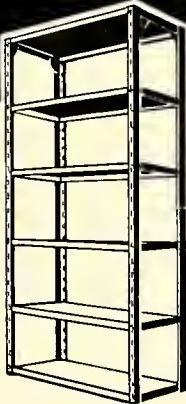


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...in Margate**

36 shop units now trading. Just a few units remaining at around £450 p.a. exclusive. Ideal for all trades, particularly seasonal activities.

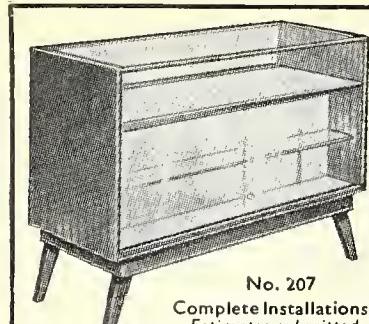
Open up this summer
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The Freshwater Group
offer every assistance in setting up shops.

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INDEX TO ADVERTISERS

Eustace & Partners Ltd.	8
Freshwater Group of Companies	11
Fyne Storefitters Ltd.	15
Heppell Contracts	12
M. Myers & Sons Ltd.	11
S. Myers Ltd.	12
Maund & Berg	12
Norman Pendred & Co. Ltd.	12
Pollards of London Ltd.	15
Remploy Ltd.	2
Sales Achievement Ltd.	1
Salesmaster Shopfitters Ltd.	9
Shelvit	11
Storeys of Lancaster Ltd.	16
Unit Shopfronts Ltd.	5

'Total look' shop planning

Storeplan Ltd is a newly formed subsidiary of JM Shopfitters (East Anglia) Ltd, London Road, Leigh-on-Sea, Essex.

After many years of experience the Storeplan shop unit system — first seen at the recent Shopshow International at Earls Court — has been created with a view to providing a shopfitting system that satisfies all the demands of modern shop planners.

Storeplan aim to offer what they consider to be a unique service embracing the following:

Unit shopfittings which, although mass produced, are easily adaptable to create an individual appearance and also different environments to induce sales in various sections of merchandise.

Permutations of shelves and accessories are designed to sell merchandise most effectively. To achieve this a merchandising service is available and advice is offered in allied fields—layouts, complementary decor, and site assessment.

When modernising a store's image they stress the importance of carrying this image through from the shop facia to stationery, transport, wrapping material and advertising, and offer a service for this designing.

Salesmaster goes metric

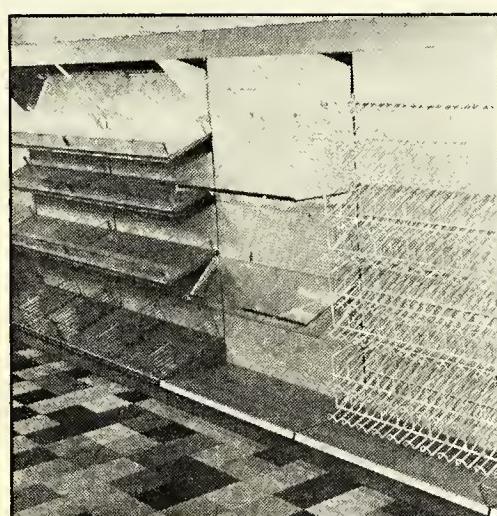
Salesmaster Shopfittings Ltd, Sengate, Dundee, have recently introduced their new "Metric 70" range of unit shopfittings, the main theme of which is the incorporation of four "trendy" colours and white, to supplement their existing range of veneer finishes.

The four colours now available are purple (0-014), tangerine (0-004), olive (4-050) and plum (8-092). These are applied under controlled conditions in order

to give a luxury satin melamine finish.

The basic Salesmaster component—a double-slotted back column with a two-bracket system—remains unchanged except for one or two minor refinements. All units are now available in three standard module lengths, 75 cm, 1 metre and 1.22 metres and two standard heights, 2.006 metres and 2.133 metres. This enables the company's consultants to make best use of floor area without the need for non-standard unit lengths.

New 'Shomore' range



To mark their 150th anniversary, Parnall & Sons Ltd, Gower Street, London WC 1, are introducing a new range of units, at prices substantially below those of the ranges previously offered by them.

The new modular merchandising units are being introduced under their trade name of Shomore.

Basically, the new ranges consist of leg-base-type island units, low-base island units with recessed plinth, free-standing leg-base wall units, and free-standing low-base wall shelving with internal and external corner units (optional recessed plinth).

Features of the new range include: interchangeable metal and wooden fittings; alternative heights; interchangeable

shelves between wall and island units; easy variability from horizontal to sloping shelves; attractive striped sapele wood fittings.

Another novel feature is the use of metal peg-board backs with their obvious advantage of strength and durability over the traditional hardboard types.

Parnall have previously described their Shomore products by numbered ranges. With the new introductions no numbers are used, because the combinations and permutations of these units would lead to excessive cataloguing. "Interchangeable" may in fact be described as the key word for the various ranges, say the makers. Variations in heights, lengths and depths, adjustability of angles in shelving and lighting, and flexibility of components ensure a display technique that meets every demand of modern merchandising, they claim.

The units are readily adaptable for all types of retail and wholesale trading and a special feature used on the main structure of the Shomore range is a new acrylic finish which is very tough, with enhanced abrasive resistance making for long life.

Our picture shows some of the features of the new range; interchangeable metal and wooden fittings, alternative heights, easy variability from horizontal to sloping shelves, metal peg-board backs, sloping mirrors, glass trimming and recessed plinth.

Shopfitting service

A new "Top Shop Marketing Service" has just been launched by Dollar-Rae Shopfitters Ltd, Glasgow.

The service, which is offered free to all customers who have contracted to deal with the company, is said to "take the risk out of store planning, and also helps to improve business."

Chief aim of the operation is to advise shopkeepers on how to improve their business, and at the same time cut down on the expense involved in modernisation.

In the average shop there is only about 10 per cent of what is known as "high impact sales area," but Mr George McIlvain, the company's managing director, hopes to change all that. "With skilful planning, this area can be increased from 10 to 60 per cent, avoiding bottlenecks, and turning the largest proportion of the whole shop into selling space," he says.

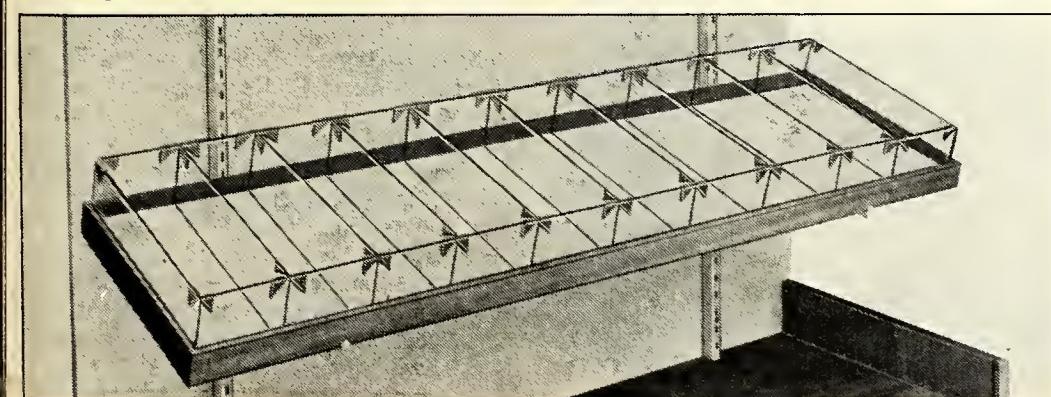
One of the company's representatives visits each contracted store to assess the exact type of job required.

Any lines which are proving unprofitable, and goods which are not being given prominent enough display are noted, and then Dollar-Rae set to work.

The first factor taken into account when planning is the merchandise itself—positioning in relation to customer-floor and so on. Colour schemes and the use of colour as a sales booster are also considered, but the main stress is on the design of the store, which is varied to suit the individual customer.

Adjustable bin-tray shelf unit

S. I. Myers Ltd, 80-84 Old Street, London EC 1, have produced this sloping bin-tray with fully-adjustable glass dividers as part of their standard range of adjustable units. It is angled downwards at 15°



Rotary Spacemaker

No-one knows better than the retail pharmacist the problem of limited space in the face of an ever-increasing range of products coming on the market. "Show more—sell more" is a tested adage in retailing, but how to do so is quite another matter.

Even acceptance of the self-selection principle has not solved the problem. There is such a welter of merchandise around these days that, not only is there a shortage of space, but the public cannot readily see the products they want to buy.

These are so tightly packed on traditional fixtures that the effect on the consumer is a mass of static merchandise often resulting in the public seeing so much that they find it difficult to see anything in particular.

To help combat this problem, Sales Achievement Ltd, of Slough, Bucks, are now producing and marketing a patented display unit called Rotary Spacemaker.

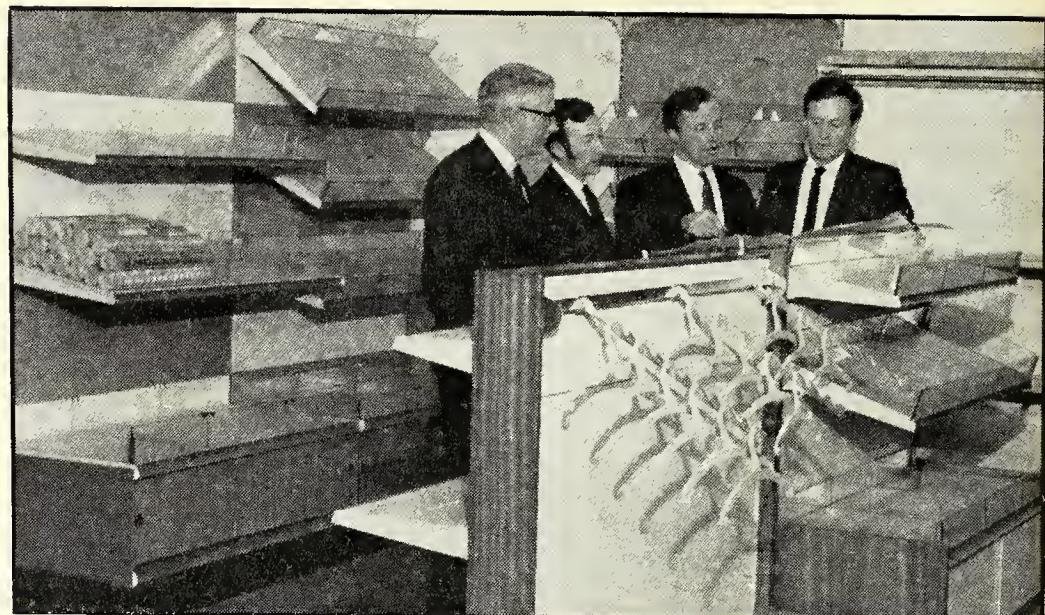
It is a circular gondola 33in in diameter and 63in high which will hold and display up to $\frac{1}{2}$ a ton of products which, say the makers, creates a very strong impact upon consumers. It is claimed that the unit gives approximately three times more exposure than conventional methods with up to 65 feet of linear facings. It also helps to break up rows of static shelving and it is cheaper to buy per linear foot than traditional shelving, say Sales Achievement.

The great benefits claimed for Rotary Spacemaker are that it is rotary and operates on ball bearings, so that it easily turns with one finger even when fully loaded; it is built on castors and, being mobile, can be moved to any part of the shop and is, consequently, suitable to feature a wide range of products including toilet and perfumery products, baby foods, health foods and special promotions.

Readers who want to find out more about Rotary Spacemaker should fill in the coupon on the front cover of this supplement and send it to Sales Achievement Ltd, Oxford Avenue, Slough, Bucks.

The company can show a strong marketing team to back their products. The chairman, Mr Tom Sumner, was formerly sales director of Mars Ltd, for many years and introduced the Mars Self-Serve stand to retailers. His son, Tom junior, managing director, was a marketing executive with the Beecham Group. Sales director, Mr Bert Chapman, was display manager for Chanel and Bourjois, and the managing director of the international company, Mr Peter Timms, came from the Marks & Spencer stable. Later he was United Kingdom managing director of Dula, one of the largest shopfitting companies in Europe.

Also, the general sales manager of the Spacemaker division of the company is Mr Tom Drake, who was formerly chain store sales manager for Cadburys.



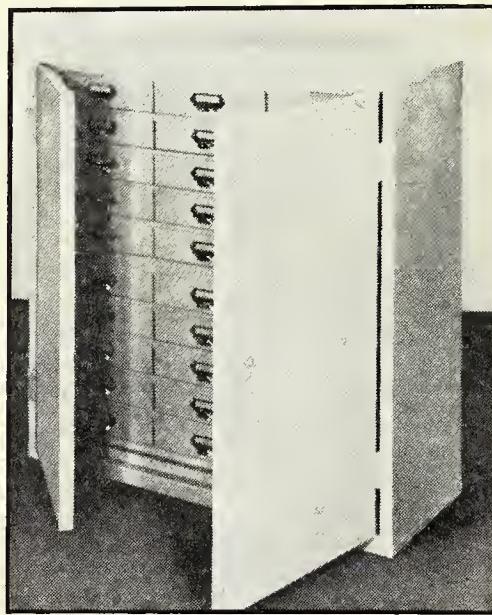
Showrax Ltd, recently opened a large new showroom at their Gravesend factory. It forms part of the new promotional re-organisation following recent factory extensions which have enabled them to double production capacity. Showrax executives seen here in the new showroom are, left to right: Mr H. W. Leech, Mr S. Lovett (sales office manager), D. G. Gibbon (sales manager) and J. H. Whitnall

Security feature

A new series of drawer units, designed to provide a system of storage for any type of small or medium-sized article, has been introduced by The Welconstruct Co Ltd, Camden House, Parade, Birmingham 1.

If necessary, security can be provided by locking double doors or by individual locks on each drawer. All drawers are fitted with chromium plated drawer-pull and cardholder. Finish is stove enamelled grey.

The unit illustrated below is the DU 12/2, fitted with doors and costing £38.



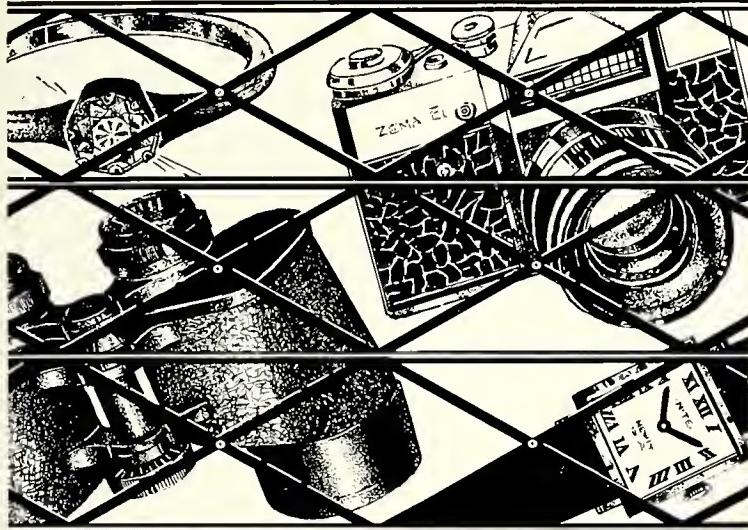
Macdonald & Taylor Ltd, Ashton-under-Lyne, Lancs, have recently introduced a new tablet bottle cabinet of modern design, finished in grey and blue with perspex panels. The cabinet carries the complete range of Co-plastic tablet bottles with double-banking of the four most-used sizes. In addition to the four sizes of closures required for tablet bottles, provision is also made for the two sizes required for metric medicals. The Co-plastic range—for which Macdonald & Taylor are sole UK distributors to pharmacies—is manufactured by Cope Allman International.

Air-conditioning promotion

An all-out campaign to "sell" air-conditioning in shops is being launched by the Electricity Council. Retail pharmacies are named as one of the categories at which the campaign will be specifically aimed.

During the next five months, specially-trained engineers from the Council will visit the selected premises to explain and demonstrate the benefits of air conditioning. It is pointed out that without air-conditioning it is not uncommon for temperatures inside shops to rise above 100°F, with 80 per cent humidity.

SECURITY GRILLES



Pollards Retractable Security Grilles are specially designed for the protection of valuable window displays. Straight or curved, these all-steel grilles are constructed to resist persistent attempts at forced entry, yet have a slim attractive appearance which detracts little from the merchandise on show. Available stove enamelled any colour. Write for illustrated brochure.

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